



Standard Operating Procedures
for the
Johnston Community College Alumni Association
Finalized August 31, 2020

Article A: Purpose

The purpose of the Johnston Community College Alumni Association is to cultivate and foster mutually beneficial lifelong relationships between the College, alumni, students, and other constituent groups of the College.

Article B: Governance

The Johnston Community College Alumni Association is governed by the bylaws of the Johnston Community College Foundation, Inc., and will be categorized as a sub-entity of the JCC Foundation Board's Development Committee.

Article C: Name

The name of this Association is the Johnston Community College (*hereinafter referred to as "JCC" and/or "the College"*) Alumni Association (*hereinafter referred to as "the Alumni Association"*).

Article D: Vision, Mission, and Goals

1. The **vision** of the Alumni Association is to connect a strong network of JCC alumni and community partners to engage in mutually beneficial experiences that promote personal, academic, and professional growth and success. Members of the Alumni Association will unite to demonstrate Jaguar pride by participating in service projects, networking engagements, volunteer opportunities, and fundraising campaigns that will promote the mission of JCC.
2. The **mission** of the Alumni Association is to build life-long relationships between alumni of the Jaguar family and the JCC community by giving back time, talents, and treasures to support the mission of the College and its constituents while enhancing the alumni experience.
3. The **goals** of the Alumni Association are to build awareness, make connections, and give back.
 - a. **Build Awareness:** JCC Alumni Association members will spread the word about the Alumni Association. Everyone is encouraged to tell all their family and friends that attended JCC to become a member of the Alumni Association by following the steps listed at www.johnstoncc.edu/alumni; to like and follow Johnston Community College Foundation on Facebook, and to share Alumni Association posts, and tag the Alumni Association in personal JCC Alumni updates using #JCCAlumni and #JCCProud; to visit

www.johnstoncc.edu/alumni to stay updated on the Alumni Association; to review the JCC homepage at www.johnstoncc.edu for College news, updates, and athletic events.

- b. **Make Connections:** JCC Alumni Association members will connect with new people and reconnect with old friends while networking with professionals from various industries, and a wide-array of personal, and academic experiences. Members will build relationships, as well as learn and develop new skills. Alumni Association success is JCC's success, so JCC promotes building relationships with Alumni Association members, and all JCC constituents to support the Alumni Association and its members.
- c. **Give Back:** JCC Alumni Association members will support the Alumni Association with their time, talents, and treasures by spending time volunteering with College initiatives, starting with the continued development of the Alumni Association, by cheering on the Jaguars during athletic and academic competitions, and by attending Alumni Association and other College events. Members will offer talents by sharing experiences, skills and expertise, by investing financial support to promote the growth and progression of the Alumni Association and the College, and by demonstrating the true epitome of Jaguar pride through giving.

Article E: Director of Annual Giving and Advancement Communications

The Director of Annual Giving and Advancement Communications (*hereinafter referred to as "the Director"*) is an employee of the JCC Foundation and reports to the Executive Director of the Foundation and the Vice President of Institutional Advancement and Community Relations. The Director serves as liaison between JCC and its alumni. The Director oversees the management of the Alumni Association as operated by the Alumni Association's Advisory Council, Executive Committee, and members. The Director assists in the implementation of policies, programs, and financial transactions and other efforts of the Alumni Association.

Article F: Alumni Association Membership

Johnston Community College alumni refers to individuals that enrolled and completed a minimum of one course at JCC (*hereinafter referred to as "alumni"*). The Alumni Association will consist of JCC alumni that fulfill membership requirements to obtain and maintain active Alumni Association membership status, and uphold the Alumni Association membership expectations.

- 1. **Membership Eligibility:** To become a member of the JCC Alumni Association, individuals should:
 - a. Be an alumnus/alumna of Johnston Community College (*by having completed a minimum of one course at JCC*).
 - b. Be a current fiscal year donor by making a gift of \$10 or more to the Alumni Association fund.
 - i. Alumni that give \$10 to any other active JCC Foundation fund/designation will be eligible to join the Alumni Association, but

must give directly to the Alumni Association fund to be eligible to serve on the Alumni Association Executive Committee.

- c. Indicate interest in joining the Alumni Association.
2. **Expectations:** Upon joining the Alumni Association, members should:
- a. Review and adhere to the guidelines and expectations as listed in the JCC Alumni Association Standard Operating Procedures, JCC Foundation Inc. Bylaws, and all other materials, documents and information as it pertains to the Alumni Association;
 - b. Submit all new member documents including the Alumni Association Member Oath, Confidentiality Statement, Model Release, Alumni Questionnaire/Story, and headshot;
 - c. Consider the first priority to serve as ambassadors who promote, and meet the needs and goals of the Alumni Association and JCC through committed alumni involvement;
 - d. Attend Alumni Association meetings and events;
 - e. Join recommended committee(s) for concerted efforts towards the execution of tasks to meet goals of the Alumni Association;
 - f. Recruit a minimum of one new alumnus/alumna to join the Alumni Association each fiscal year.
 - g. Maintain an active membership status by making an annual contribution of \$10 or more to the Alumni Association within the first month of the fiscal year between July 1 - July 31 of each year. **A lapse in giving will default previous members to a non-active Alumni Association membership status.*
3. **Dismissal:** Any member of the Alumni Association may be removed with written notice from the Executive Committee with an affirmative two-thirds (2/3) vote of the Executive Committee whenever, in its opinion, the best interest of the Association is served.

Article F: Alumni Association Advisory Council

The Alumni Association Advisory Council will consist of a group of distinguished alumni that are identified, vetted, selected, approved, and recruited by the JCC Foundation Board with recommendations from the Alumni Association Executive Committee. The Advisory Council will provide guidance, representation, and advocacy, while building strong partnerships to further advance the goals of the Alumni Association.

Article G: Alumni Association Executive Committee

1. **Purpose:** The purpose of the Executive Committee is to carry out the lead efforts in planning and executing Alumni Association tasks, programs, events, campaigns, and initiatives associated with accomplishing the vision, mission, and goals of the Alumni Association. The Executive Committee will model the diversity, equity, and inclusiveness of the Alumni Association and JCC.
2. **Expectations:** Executive Committee chairs will serve as the leadership team to represent the Alumni Association. They will build strong working relationships amongst each other with effective collaboration to fulfill the responsibilities

associated with the Executive Committee to advance the mission of the Alumni Association. The Executive Committee will assume duties for their respective roles, and other assignments as needed which include, but are not limited to the following:

- a. In addition to attending Alumni Association meetings, the Executive Committee will meet as a group, and with its respective committees to engage in meaningful discussion, consider issues related to the Alumni Association, and make informed and thoughtful recommendations to define, develop, implement and execute efforts related to the policies, structure, programs, strategies and activities of the Alumni Association.
- b. The Executive Committee will serve as key strategist, participants, ambassadors, spokespersons, and advocates for the Alumni Association and the alumni community on behalf of JCC to provide internal and external representation.
- c. The Executive Committee is expected to attend and participate in Alumni Association events, assuming responsibility to invite and encourage alumni participation as part of their role to increase Alumni Association membership through efforts to identify, cultivate, recruit, and involve JCC alumni, students, and other constituents.
- d. The Executive Committee will deliver the charge to the Alumni Association with a focus on energizing JCC students to become dedicated Alumni Association members prior to or immediately upon the completion of their academic journey at JCC.
- e. The Executive Committee will serve as a point of contact to connect alumni to the Association, sharing notes/cards/emails and other communications with alumni, donors, community partners, prospective students and other JCC constituent groups.
- f. The Executive Committee will periodically assess the commitment, performance, and effectiveness of the Executive Committee, as well as the Alumni Association, its members, chairs, and committees to ensure the Alumni Association remains a dynamic and efficient organization.
- g. Executive Committee members will contribute an annual financial gift to the Alumni Association fund within the first month of each fiscal year July 1 - July 31 with a minimum \$10 gift, or commensurately with their capability as a donor.

3. **Positions:** The Executive Committee shall be comprised of selected Alumni Association members to fill nine positions. **Executive Committee members are eligible to fill multiple positions:*

- a. **Chair:** Provide overall leadership and direction, strategy development and program implementation for Alumni Association efforts and initiatives; preside over meetings; meet with the Director; lead the Executive Committee; manage Alumni Association conflict; serve as a member ex-officio of the Executive Committee; serve as the Alumni Association representative at community and regional events; report updates to share with the JCC Foundation Board of Directors; deliver

Alumni Association invitation and graduation oath during commencement ceremonies.

- b. **Co-Chair:** Assume same duties and powers as the chair to advise and serve alongside the chair; preside as lead in the absence of the chair; serve as the Alumni Association recruitment and engagement strategist; provide committee assistance; oversee operations, committee chairs, programs and activities; develop meeting agendas; develop annual Alumni Association activities calendar.
- c. **Secretary:** Provide administrative oversight to the Alumni Association; share calendar invitations; take minutes at each meeting; prepare minutes for review and approval; maintain Alumni Association membership roster, contact information, and data; develop Alumni Association directory; maintain records of Alumni Association external partners/contacts; record attendance; record and report member achievements and deaths; keep files of Alumni Association documents and revisions; ensure pertinent Alumni Association documents are updated on the webpage.
- d. **Treasurer:** Provide financial oversight for the Alumni Association; review and advise on financial affairs of the Alumni Association; develop, manage, and review annual budget; evaluate, advise, and make recommendations for financial decisions regarding spending for the Alumni Association; collect, steward, and handle monies exchanged for Alumni Association functions; develop and share finance reports in accordance with accounting policies.
- e. **Fundraising Chair:** Lead a committee charged with collaborating with the Foundation in developing strategies, planning, coordinating, and executing initiatives to align with the fundraising goals of the College to increase the participation and total dollars raised for the Alumni Association and other JCC designations from JCC alumni, and other JCC constituents; increase efforts that educate and inspire a culture of giving; ensure 100% Alumni Association annual giving participation and membership renewals within the first month of the fiscal year between July 1 - July 31 each year to raise funds that benefit alumni and all JCC constituents; secure giving partnerships with businesses and corporations to increase member discounts, benefits, resources, services, and gift-in-kind contributions; work to meet annual new member goal by December 31 of each year; develop alumni phonathon and thankathon initiatives; lead 1969 giving challenge.
- f. **Volunteer Chair:** Lead a committee charged with recruiting and managing volunteers to serve the Alumni Association and JCC events and initiatives; build and develop the volunteer pipeline including mentorship opportunities with alumni and JCC students; prepare and mail new member welcome packets; develop surveys to seek new members' special interests and skills; orient and onboard new members; assess Alumni Association members to recommend committee assignments; coordinate

new roles and task assignments as needed; serve as the point of contact for volunteer and mentorship requests; broaden relationships and collaborative efforts with JCC initiatives, clubs, and organizations; coordinate scheduling and logistics for volunteer functions for Alumni Association events and JCC events as needed.

- g. **Events Chair:** Lead a committee to plan, develop, coordinate, and execute events, activities, and programs to engage members and other JCC constituents to increase Alumni Association membership and engagement; coordinate annual new member recruitment and induction events; build upon and strengthen positive relationships with JCC constituents including alumni, students, employees, donors, and the community through campus-wide and community collaboration thorough strategically aligned events; enhance the alumni experience by supporting the alumni academic, professional, and personal development.
- h. **Marketing Chair:** Lead a committee working to increase awareness of the Alumni Association, JCC and its offerings; provide strategy, content and oversight to foster engagement on social media and all other marketing platforms including but not limited to the Alumni Association webpage; promote Alumni Association events, programs, campaigns, and initiatives; provide strong social media presence.
- i. **Communications Chair:** Lead a committee with implementing a communications plan to educate, connect and engage alumni; strategize content to develop monthly print and various electronic platforms including videos and other technology to share newsletters containing information to educate, build awareness and share Alumni Association information, JCC news, updates, and happenings; utilize a multi-channel approach to share prioritized information; follow JCC style guidelines; collaborate with JCC Communications & Marketing team to share and cross-share content as needed; manage content on Alumni Association webpage; provide newsworthy information; share features to recognize the achievements and participation of Alumni Association members, alumni, JCC, and other JCC constituent groups; identify distinguished alumni to recognize, highlight and feature; develop stories and news releases to involve the community, engage, and recruit Alumni Association members.
- j. **Student Government Association (SGA) President:** A member of the JCC Student Government Association will serve as the liaison for the student body and the Alumni Association; share pertinent information with the SGA, ensuring relevant information is communicated during Board of Trustee meetings; serve as the primary lead in engagement strategies to connect alumni with students; collaborate and connect the Alumni Association with student groups, clubs, and organizations; promote student involvement and participation in Alumni Association efforts including volunteerism; implement initiatives to engage current students and young alumni to foster a lifelong relationship with JCC by

promoting Alumni Association membership after the completion of one course.

- k. **Ex-officio Members:** The President of the College, Executive Director of the Foundation, Vice President of Institutional Advancement & Community Relations, the Director, Alumni Association's Foundation support staff, immediate past Executive Committee Chair (for the period of July 1- June 30, of the year following his/her term) can serve as ex-officio members on the Executive Committee. Ex-officio members are allowed to attend meetings and can vote on deadlocked issues. If the Executive Committee is deadlocked on a matter on the floor for a vote, the Executive Committee Chair may call upon an ex-officio member present to cast the deciding vote.
4. **Eligibility:** Must be an active member of the JCC Alumni Association with all new member requirements and submissions fulfilled; commit to making an annual financial gift of \$10 or more directly to the Alumni Association fund; attend Alumni Association and Executive Committee meetings (missing no more than two (2) meetings per fiscal year); submit an Executive Committee application (and optional resume and/or biography and reference letter submission(s)); demonstrate a history of service, leadership, strategic thinking, motivation, and teamwork; have a willingness to serve in fulfilling needs enthusiastically.
5. **Qualifications:** The Executive Committee is selected to hold positions based on the applicant's commitment to JCC, the goals of the Alumni Association, and their distinguished personal, academic, and/or vocational experiences and achievements. In addition, other desired qualifications include the ability to motivate Alumni Association members with proven leadership in other organizations, along with the ability to set and achieve goals while working as a team player. All active Alumni Association members with gifts of \$10 or more directly supporting the Alumni Association fund are eligible to apply.
6. **Nominations:** Nominations for the Executive Committee are optional in the consideration for the Executive Committee; nominations should be emailed to jccalumni@johnstoncc.edu with the subject line: **JCC Alumni Association Executive Committee Nomination**; nominating parties should include all pertinent information to identify themselves and the individual(s) being nominated including name, title, phone number, email, and mailing address, relationship to the nominee/nominator, and connection to JCC. In addition, nominating parties should list the positions for which they are nominating the individual, and explain why they should be considered; nominations should be submitted at least two (2) weeks prior to the Executive Committee application submission deadline; nominees will be emailed a notification of their nomination to include the name of their nominating parties unless an anonymous nomination submission is noted; nominees do not have to be an active Alumni Association member, but will be required to join in order to submit an application to be considered for the Executive Committee; nominating parties should encourage nominees to join the Alumni Association and submit an application;

nominees must submit their application by the submission deadline to be considered for the Executive Committee.

7. **Application Period:** In the inaugural year of the Alumni Association, and in response to implications caused by COVID-19, Executive Committee applications for the 2021 fiscal year (July 1, 2020 - June 30, 2021) will be posted online for submissions from August 31-September 30, 2020; vetting and decisions made between October 1-30, 2020; term starts November 3, 2020 and ends June 30, 2023.

**Applications for election term during the 2024 fiscal year July 1, 2023 - June 30, 2024, will be accepted starting on January 1, 2023 - February 28, 2023; vetting March 1-31, 2023; decisions made on April 3, 2023; training starts April 4, 2023 - June 30, 2023; term starts July 1, 2023; term ends June 30, 2026.*

8. **Selection Committee:** The Executive Committee Selection Committee will consist of individuals selected by the Foundation Board Development Committee. The Selection Committee will include at least one member from the Foundation Board Development Committee. The selection committee will:

- a. Review applications, nominations, and all other materials submitted by the applicant received within the submission deadline;
- b. Rate and discuss applicant's eligibility, qualifications, and ability to meet the needs of the Executive Committee and the Alumni Association;
- c. Select top candidates to be interviewed by the selection committee;
- d. Extend an offer letter to the selected candidate
- e. Make official announcement of the selection and start of the Executive Committee term.

9. **Terms:** The Executive Committee will take office July 1 of the election year and serve three (3) terms. A term is defined as one (1) year in length, and commences June 30. All incumbent members who are eligible for re-election shall be considered by the Executive Committee's Selection Committee upon the submission of an application. **In in response to COVID-19 in the inaugural year of the Alumni Association, the Executive Committee will take office on Tuesday, November 3, 2020 for the first election year, and their term will end on June 30, 2023.*

10. **Meetings:** The Executive Committee will meet monthly in addition to the full body Alumni Association and committee meetings, and as needed.
 - a. The Executive Committee should make a good faith effort to attend all Executive Committee meetings;
 - b. If unable to attend a meeting, notify the Executive Committee Secretary as early as possible and provide all information for business of the Executive Committee;
 - c. Executive Committee members who miss two (2) consecutive unexcused Executive Committee meetings will be considered for dismissal;
 - d. The Executive Committee shall meet at a scheduled time determined with a minimum of five (5) day notice by the Director and/or the Chair/Co-Chair;
 - e. The attendance of 50% (5 members) of the Executive Committee at any meeting shall constitute a quorum for the conduct of the business;

- f. All members of the Executive Committee are expected to attend an annual planning meeting at the end of each fiscal year to plan for the upcoming year.
- 11. **Dismissal:** Any member of the Executive Committee may be removed with written notice from the Executive Committee with an affirmative two-thirds (2/3) vote of the Executive Committee whenever, in its opinion, the best interest of the Association is served.
- 12. **Vacancies:** The Executive Committee will vote to elect a qualified Alumni Association member to serve on an interim basis when positions become vacant. The application period and process should be determined by the Executive Committee to select a qualified candidate to fulfill the current election term.

Article H: Amendments

The Executive Committee will review this document every year for necessary updates. Proposals for amendments to the Johnston Community College Alumni Association Standard Operating Procedures should be submitted via email to jccalumni@johnstoncc.edu. Once approved by the JCC Foundation staff, the proposed amendments will be updated. The Alumni Association will be notified in the meeting following the published amendment.