



**HENDERSON**<sup>®</sup>  
S T A T E      U N I V E R S I T Y

ALUMNI ASSOCIATION

CHAPTER HANDBOOK

## ASSOCIATION OVERVIEW

### MISSION STATEMENT

The mission of the Henderson State Alumni Association (HSAA) is to support and advance the interest of the University.

### VISION STATEMENT

Our vision is that all alumni are inspired and empowered to commit and connect to the University.

### GOALS

The goals of the HSAA and the Alumni Board of Directors are to:

- To promote and encourage a continuing interest in and loyalty to Henderson State University.
- Provide avenues for members to serve as ambassadors to the University by providing a standardized organization structure and coordinated program for alumni chapters.
- To support the President, Board of Trustees, staff, faculty, and student body of the University in their efforts to improve the institution.
- To assist in recruitment of students to attend the University and to provide scholarships where appropriate.
- To encourage alumni and friends of the University to generously support the institution by gifts, devices, and bequests.

These goals will be supported through the efforts of the Association, Chapters, and the Board with current and future event(s) and committee involvement.

## MEMBERSHIP

Membership shall be open to all persons interested in promoting the welfare of Henderson State University, who have either attended or graduated from Henderson.

## HENDERSON STATE UNIVERSITY OFFICE OF DEVELOPMENT & ALUMNI

OFFICE OF ALUMNI (Located on campus in the historic Barkman House.)  
1100 Henderson Street, HSU Box 7703, Arkadelphia, AR 71999-0001  
[alumni@hsu.edu](mailto:alumni@hsu.edu), (870) 230-5401, (800) RED-ALUM

Dr. Gary Bouse, Associate Vice President for Development & Alumni  
[bouseg@hsu.edu](mailto:bouseg@hsu.edu), (870) 230-5518

Leah Sexton, Director of Alumni Engagement  
[sextonl@hsu.edu](mailto:sextonl@hsu.edu), (870) 230-5352

## UNIVERSITY AND CHAPTER ROLES & EXPECTATIONS

### ROLE OF ALUMNI CHAPTERS

- To bring together alumni with a shared interest to promote and encourage a continuing interest in and loyalty to Henderson State University.
- Operate under an organizational structure that allows the chapter to set and achieve goals.
- Installing an effective and complete leadership board that employs alumni talents to constructively serve chapter members, the University, and the chapter's local community.
- Put forth one member of the chapter executive board as a member of the HSAA Board of Directors.
- Coordinating programs or conduct meetings that have a cultural or academic purpose or are meant to generate interest, loyalty or support for the University.
- Communicating regularly with chapter members, Office of Alumni staff, and HSAA Board of Directors.
- Collaborating with regional admissions recruiter to assist in the recruitment of students to attend the University.
- Actively fundraising to support student scholarships as well as University departments and programs.

### ROLE OF HSU OFFICE OF ALUMNI, HSUAA, AND HSU FOUNDATION AS THEY RELATE TO HSUAA CHAPTERS

- Assist with emails to alumni about the chapter, meetings, and events.
- Provide a chapter website page on the hsu.edu domain with a customized link.

- Provide chapter an online donation page. Funds included on the donation page will include the chapter fund for the purposes of collecting dues, the Henderson Fund, and any other funds the chapter executive board requests, such as scholarship or departmental funds to which members are encouraged to make an annual donation.
- Maintenance of membership information in the alumni database. Membership information/list retrieval from the database will also be provided. All records are confidential and are not to be used for commercial purposes.
- Provide a chapter logo that is consistent with the branding image of the official Henderson State University logo.



## Alumni Association Chapter Name

- The Office of Development & Alumni will have a staff member assist in the formation of chapters.
- The HSAA Board of Directors will review chapter petitions and make charter recommendations to the Office of Development & Alumni for a final decision.
- The Henderson State University Foundation will set up a chapter fund into which dues and event proceeds may be deposited. A quarterly financial statement will be provided.

## CHAPTER ORGANIZATION

## ORGANIZATION OF ALUMNI CHAPTERS

Chapters can be formed in two ways: 1) A group of HSU Alumni take the initiative or 2) Based on current societal trends, the Office of Development & Alumni takes the initial steps to form a group and seeks out alumni volunteers. An HSUAA chapter can be organized by:

- Geographic Area  
*Gurdon, Central Arkansas, Dallas, etc.*
- Affinity Group  
*Fraternity or Sorority, Showband, African-American, Football, etc.*
- Academic Program or Area  
*Chemistry, Theatre, School of Business, Teachers, etc.*

All alumni are encouraged to become active members of one or more chapters. Annual dues for each chapter is \$25 per person.

## ESTABLISHING AN ALUMNI CHAPTER

### STEP ONE: CONTACT YOUR FRIENDS & THEIR FRIENDS

Get in touch with 10-15 alumni you know through business or personal contacts who are interested in providing volunteer leadership for the chapter. Members of this advisory committee will serve as the chapter officers until formal elections can take place the following cycle. The role of the committee is to:

- Review the HSAA Chapter Handbook.
- Generate chapter interest and membership.
- Set the vision and direction for the chapter.
- Slate volunteers to serve as officers and committee chairs.
- Plan the initial programs and organizational meeting.

- Complete the necessary paperwork to officially charter.
- Contact the Office of Alumni for support in generating interest among those in your selected constituency group and to help set a date, time and place to hold a meeting.

### STEP TWO: DRAFT YOUR MISSION, GOALS, AND BYLAWS

There are many reasons why people want to come together and connect with each other and the university. The group needs to develop their unique purpose and mission for the new chapter while simultaneously fulfilling overall chapter goals as outlined in the HSA Chapter Handbook.

- *Who do you serve?*
- *Why should I join?*
- *What activities will the chapter sponsor?*

These are all questions that will be asked by your future members that need to be answered before you start. Sample bylaws are available for review.

### STEP THREE: HOLD AN ORGANIZATIONAL MEETING

Set a date, time, and place for the initial organizational meeting and inform area, affinity, or academic alumni, and the Office of Alumni, about the organizational meeting. The Office of Alumni will provide outreach support to potential chapter members.

The following is to be conducted during the organizational meeting:

- Elect chapter officers.
- Establish chapter committees.
- Approve proposed bylaws.
- Keep a record/minutes of the meeting.

- Ask for alumni input on future activities, events, fundraisers, or campus involvement.
- Keep a list of attendees that will be provided to the Office of Alumni. Attendee information includes current address, phone, email, and employment information. This will ensure alumni records are up-to-date and accurate for future communication.

#### STEP FIVE: UNIVERSITY RECOGNITION

Schedule a follow-up meeting (by web, phone, or in person) with the Office of Alumni to confirm all necessary steps have been taken to establish the chapter. The Office of Alumni will review the following documentation before giving the charter petition to the HSAA Board of Directors:

- Chapter Liability Waiver
- Chapter Petition
- Chapter Signature Form
- Charter Member Contact Forms (completed by each member)
- Chapter Bylaws
- Chapter Organizational Meeting Record/Minutes
- Chapter Organizational Meeting Attendee List

Upon review, the HSAA Board of Directors will convene a committee to review the charter petition and make a recommendation to the Office of Development & Alumni on granting of the charter. The petitioning chapter will be afforded the opportunity to speak on their own behalf before the formal vote of recognition.

Charters will be reviewed on congruence with the mission and values of the University and of the Alumni Association and established chapter rules and regulations.

## CHAPTER REQUIREMENTS

- Maintain a minimum membership of twenty dues-paying alumni.
- Operate according to the policies, procedures, mission, and vision presented in the Chapter Handbook.
- Elect officers prior to the beginning of each calendar year and update the list of officers with the Office of Development & Alumni.
- Hold a quarterly chapter meeting and submit record/minutes to the Office of Development & Alumni.
- Hold an annual business meeting and submit record/minutes to the Office of Development & Alumni
- Hold a minimum of two chapter events each year and provide the Office of Development & Alumni with an eight-week (two month) notice prior to any event.
- The Office of Development & Alumni will receive all chapter mailings, emails, social media invitations, and activity notices throughout the year.
- Fundraising campaigns proposed by the alumni chapter shall be approved in advance in writing by the HSAA and by Associate Vice President of Development & Alumni or designee. Solicitation of membership dues does not require such advanced approval.

Failure on the chapter's part to properly discharge the requirements of being a HSAA chapter may result in the charter being withdrawn from the University. Similarly, the chapter retains the right to withdraw as a HSAA chapter upon written request and by majority vote of the chapter members at a chapter meeting.

## CHAPTER OFFICERS

The following officer positions are recommended for all chapters. The election of officers should take place during the organizational meeting and annually

thereafter. Each chapter may use the governance structure that works best for them:

### Officer Requirements

- Be a graduate or former student of Henderson State University.
- Possess a commitment to higher education and the University.
- Available to meet as necessary to plan, schedule, and implement programs and events.
- Able to encourage and involve other Henderson State alumni in the activities and programs of the chapter or alumni association.
- Officers will serve a term of two years.

### Officers and Duties

The officers shall constitute the Executive Board of the chapter. The Officers shall be the President, Vice-President, Secretary, and Treasurer with duties and responsibilities as described.

#### President

- Preside at all meetings of the chapter.
- Have general supervisory authority over the affairs of the chapter and perform such other duties as necessary.
- Serve as the official chapter representative and report to the HSAA affairs of the chapter.
- Shall have the power to appoint special committees that may be deemed necessary to conduct the business of the chapter.

#### Vice President

- Assume the duties of the President in the absence of that Officer.
- Chair the Program and Events Committee and chair the Annual Bylaws Review Committee.

### Secretary

- Record the proceedings of all chapter meetings and maintain all records.
- Assume responsibility for all correspondence concerning the chapter.
- Send quarterly meeting minutes, annual reports, and all alumni correspondence, invitations, etc. to the Office of Development & Alumni.
- Chair the Publication/Communications Committee.

### Treasurer

- Set up and manage an account through the Henderson State University Foundation, which shall be at the disposal of the chapter.
- Serve as the fund director/authorized signature and will have authority to receive, deposit, and request disbursement of funds utilizing said account and render a financial statement of funds at the annual business meeting.

## SOCIAL MEDIA

Henderson State University encourages its HSAA chapters to create and participate in their own Facebook groups as a way to connect with other members and to announce events, meetings, and other chapter news.

- To set up a Facebook group, please contact the Office of Development & Alumni. You must provide the profile URLs for charter members who will act as administrators.
- Chapter Facebook groups must follow the standard University guidelines for group naming and design.

- A staff member in the in both the Office of Development & Alumni and the Office of Marketing & Communications must be an administrator in addition to chapter administrators on the group page.

In addition to Facebook groups, chapters and members are encourage to follow Henderson State University and Henderson State University Alumni on Facebook, Twitter, Instagram, and LinkedIn.

## FINANCIAL INFORMATION

HSAA chapters must be self-supporting. Direct financial assistance from Henderson State University or HSAA is not guaranteed.

HSAA is a non-dues paying association. Dues are collected for membership in a chapter. In addition to dues, members are asked to support their alma mater directly through an annual gift to the University fund of their choice.

The chapter is not considered to be a tax-exempt organization by reason of its affiliation with the Henderson State University Foundation.

## LEGAL INFORMATION

HSAA chapters are recognized entities of the HSAA. The HSAA operates under the auspices of Henderson State University and is subject to the authority thereof.

### Contracts and Agreements

Because chapters funds are held by the Henderson State University Foundation (HSUF), a 501(c)(3) corporate structure, any matters involving contracts over \$500 financial liability, insurance, product licensing, corporate partners and solicitations, etc. must be approved by the Executive Director of the HSUF.

Questions concerning these matters should be directed to Office of Development & Alumni.

#### Issues of Insurance

As a chartered University organization, HSAA chapters are generally covered under the auspices of their approved University charter. However, when having an event, some venues and/or parties may require the chapter to have a certificate of insurance and liability coverage. Chapters must contact the Office of Development & Alumni prior to planning events for approval.

#### Product Licensing/Henderson State Logos

When planning sales of products or items with the University logo, please contact the Office of Development & Alumni. Henderson State maintains licensing standards, which chapters must conform to for all products or merchandise. All use of the Henderson State seal and logos must be approved through the Office of Development & Alumni.

### **CHAPTER FUND INFORMATION**

Chapters must keep all funds within the HSUF. In order to maintain proper accounting records with the HSUF, all recognized chapters shall adhere to the following reimbursement/payment process.

#### Reimbursement/Payment Criteria

Monies used by alumni chapters should be used for the purpose of recruiting members to the HSAA and the chapter, sponsoring programs, workshops, reunions, and activities for their constituents.

#### Authorized Signature

All active chapters shall have on file with the HSUF an authorized signature card. The card will give the HSUF instruction as to who has permission by the chapter to request funds be made available for payment or reimbursement. An

authorized signature form is included in annual chapter renewal forms and are valid from January 1 through December 31.

#### Request for Reimbursement/Payment

All active chapters must submit a payment/reimbursement form for payments and reimbursements. The form and all supporting documentation (original receipts, contracts, etc.) must be submitted to the HSUF by the tenth (10th) of every month for payment by the last work day of the month that the form was submitted. Due to auditing purposes, the HSAA office will not make payments on behalf of the chapter without completion of the reimbursement/payment form.

#### Cash Advance

A one-time cash advance will be made available in those instances where chapters need cash to use for small expenses such as miscellaneous supplies for events. To receive a cash advance, a Payment/Reimbursement form must be completed for the amount the chapter will need (the amount will not exceed \$500, a special request exception may be made to accommodate a chapter's needs). The payee of the Payment/Reimbursement form will be the person responsible of the cash advance. It is important to keep the cash advance in a secure place since the chapter is responsible for any losses that could occur. The payee will have a maximum of 30 days (from the date of the check) to reconcile the cash advance, by submitting original paid receipts to the HSUF.

#### Deposits

Deposits to the chapter should be made to the HSUF, as soon as possible. Deposits must include a deposit form and be itemized accordingly (checks will not be listed individually, only the quantity of checks and their total dollar amount shall be listed). Deposits are to be received by a staff member of the HSUF who will verify the amount with the individual making the deposit and both will initial the deposit form in the area specified. Remember to ask for a

copy of your deposit slip in order to verify the deposit with your quarterly financial statement.

## PROGRAMS, EVENTS, & ACTIVITIES

Successful chapters are those that involve their membership in a range of programs, events, and activities. Nothing slows the momentum of a new group more than inaction on scheduling, and implementing alumni functions.

Two to three events per year should be offered by the chapter; however, more than five per year may be overly ambitious and reduce chapter participation.

### EVENT CHECKLIST

- Choose Event Date, Time and Place (Make sure date doesn't conflict with other major activities in your area! If it's an outdoor event, is there a back-up plan in case of inclement weather?)
- Schedule Speaker
- Have announcements, invitations, letters, flyers, etc. that contain the HSU and/or HSUAA logos approved by the Office of Development & Alumni prior to printing/distribution.
- Mail Announcements Four Weeks Prior to Event
- Obtain biographical info and photo of speaker
- Notify the local media with press release. Copy of release should also be sent to the Office of Development & Alumni.
- Arrange for room decorations if needed.
- Checked out special equipment (microphone, speakers, VCR, electrical cords) to make sure it's operational. Check on day of event!
- Arrangements made for clean-up following chapter event?
- Are tickets necessary or will a reservation list be used? If using tickets, will they be printed in time? Sold at the door or in advance?

- If money is to be collected at the door, is change available?
- Make sure the tickets/reservations for special guests or speakers is secured to avoid embarrassment when tickets/money are collected.
- Who will greet early arrivals?
- Need name tags? Pens? Pencils?
- Place cards for special guests/speakers, seats reserved for head table. Notify these people in advance of their seating arrangement.
- Arrange for someone to distribute programs, agendas, etc.
- Arrangements made for a photographer?
- Finalize event schedule. Who is delivering invocation, special presentations, etc.
- Make sure the master of ceremonies has the correct material to introduce the speaker and/or special guests. Include exact title, correct pronunciation of names and important biographical information.
- Make sure that event begins and ends at the specified time.
- Ensure that a report and photos of the event are forwarded to the Office of Development & Alumni.

## **AWARDS**

If a chapter wishes to recognize any alumni with any type of recognition, and after first considering any university awards available (i.e. Distinguished Alumni, H-Award, etc.), a proposal must be sent to the Associate Vice President for Development and Alumni for approval. This proposal needs to contain the purpose of the award(s), description, and criteria used. Following approval, the following steps will need to be followed:

- Establish how nominations will be solicited and received from chapter members. If this includes an additional page on your HSAA chapter web page, please allow time for the Office of Development & Alumni to design and implement the nomination form.

- Once nominations are received, the names and information must be forwarded to the Office of Development & Alumni for review. During the screening process, Henderson State University retains the right to decline any nomination based upon the proposed nominee(s) standing.

Failure to follow the procedure can result in the chapter losing affiliation with the University.

## GIVING OPPORTUNITIES

### ANNUAL GIVING

Annual gifts underwrite every element of the Henderson State experience for current Reddies. Your participation matters, not just in dollars, but also as a vote of confidence in the University. Annual giving can be a set-up as a monthly credit/debit card pledge or a single gift.

### MULTIPLY YOUR GIFT

- Check with your employer to see if they will match your contribution to Henderson State University.

## CHAPTER LIABILITY WAIVER HENDERSON STATE UNIVERSITY ALUMNI ASSOCIATION

As the official chapter organization leader for the \_\_\_\_\_ chapter, I understand and agree that any contact information of alumni that I receive from the Henderson State University Office of Development & Alumni is to be used solely for the purpose of informing alumni of the business of the chapter. I also agree to remove alumni from the contact list upon request. I acknowledge that the chapter and I will take sole responsibility and liability for the misuse of alumni contact information. Henderson State nor the Henderson State Alumni Association (HSAA) are not responsible or liable in any way for the misuse of alumni contact information by me or the chapter. I understand that failure to operate according to the HSAA Chapter Handbook will allow the HSAA to remove me from my position and possibly dissolve the chapter. I have read the HSAA Chapter Handbook and agree to abide by all policies and procedures outlines within as well as the waiver.

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Chapter Organizational Leader/President

Date

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Associate Vice President of Development & Alumni

Date

CHAPTER PETITION  
HENDERSON STATE UNIVERSITY ALUMNI ASSOCIATION

CHAPTER TYPE

GEOGRAPHIC       AFFINITY       ACADEMIC/PROGRAM

PROPOSED CHAPTER NAME

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Chapter

PURPOSE OR AREA OF INTEREST

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This Henderson State Alumni Chapter does hereby apply for official chapter status from the Henderson State University Alumni Association (HSUAA).

We submit the minimum requirements of ten signatures from active alumni in the area needed for approval as an official chapter and understand that we must maintain at least ten active members in the chapter to retain our official chapter status.

By presence of the application, we as organizers of this HSUAA Chapter, pledge our support to promote Henderson State University and the Henderson State Alumni Association.

As an official chapter of the Henderson State Alumni Association, this Alumni Chapter agrees to:

- Operate within the chapter handbook and the policies and procedures of the Henderson State Alumni Association.
- Elect officers yearly and report such information to the Henderson State Office of Development & Alumni within one month of elections.
- Organize at least four quarterly meetings, one business meeting and one chapter event per year.
- To use the contact information of alumni provided to the chapter by the Office of Development & Alumni solely for the purpose of informing alumni of the business of the chapter and understands the rights of alumni to be removed from the contact list at any time.
- We understand that failure to fulfill the requirements of being an official Henderson State Alumni Chapter may result in the chapter being withdrawn by the Henderson State Alumni Association.

This Henderson State Alumni Chapter understands that our chapter shall not be financially obligated to or by the Henderson State Alumni Association, nor shall the Henderson State Alumni Association in any way be obligated or responsible for the financial affairs of our Henderson State Alumni Chapter.

We understand that our Henderson State Alumni Chapter works with the Henderson State Alumni Association to help it achieve its goals.

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\_\_\_\_\_  
\_Chapter Organizational Leader/President Date

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\_\_\_\_\_  
Executive Director of Development & Alumni Date

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For Henderson State Office of Development & Alumni Use Only

Date Application Received: \_\_\_\_\_

Action Required:

- Received charter member contact forms and confirmed status with University.
- Received charter signature page.
- Email signed application (with all signatures) to the charter applicant.
- Confirmed date for organizational meeting: \_\_\_\_\_
- Set-up chapter fund, web page(s), donation page.

## CHAPTER MEMBER SIGNATURES HENDERSON STATE UNIVERSITY ALUMNI ASSOCIATION

\_\_\_\_\_ Chapter

\_\_\_\_\_  
Proposed Name

\_\_\_\_\_  
Date

We, the undersigned members in good standing with Henderson State University do hereby petition as witnessed by the signatures attached, the HSUAA Board of Directors to constitute an Alumni Chapter of this Association.

\_\_\_\_\_  
Signature  
Organizer/President

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Signature  
Member

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Charter

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\_\_\_\_\_  
Signature  
Member

Printed Name

Charter

ADDITIONAL CHAPTER MEMBER SIGNATURES  
HENDERSON STATE UNIVERSITY ALUMNI ASSOCIATION  
(NOT REQUIRED)

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_____ Signature Member	Printed Name	Charter
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_____ Signature Member	Printed Name	Charter
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_____ Signature Member	Printed Name	Charter
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_____ Signature Member	Printed Name	Charter
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Signature Member Printed Name Charter

## CHARTER MEMBER CHAPTER CONTACT FORM HENDERSON STATE UNIVERSITY ALUMNI ASSOCIATION

The following membership form shall be completed in its entirety for every charter member of the Alumni Chapter and returned to the Office of Development & Alumni.

MEMBER INFORMATION			
*Name			
*Email		*Cell	
*Address			
*City		*State	
*Zip		*Country	
HIGHER EDUCATION INFORMATION			
School 1			
Degree		Year	
School 2			
Degree		Year	
School 3			
Degree		Year	
EMPLOYMENT INFORMATION			
*Employer			
City		State	
Title			