With three hundred thousand alumni worldwide, the BUAA is not only a large family, but a powerful network of leaders, doers, and influencers. The work of volunteer leaders on behalf of Boston University is critical to the success of the Alumni Association. All alumni around the world are encouraged to participate actively in building and strengthening the network.

Whether you are interested in lending your help at events in your region, starting a new alumni network or taking a role in an existing network, this guide is meant to answer questions you might have.

If you still have questions, please feel free to contact the alumni relations staff directly at (800) 800-3466. We can’t wait to connect with you!

Mary Buletza
President
Boston University Alumni Association

Steven Hall
Vice President for Alumni
Boston University

Thank you for your interest in volunteering with your BU Alumni Association!
# TABLE OF CONTENTS

- **ABOUT**
  - BU Alumni Association
  - Alumni Networks
  - BU Alumni Council
  - Alumni Leadership Forum

- **THE ROLE OF VOLUNTEERS**
  - Alumni Network Volunteers
  - Alumni Network Leaders
  - Global Ambassadors
  - Ways to Get Involved

- **STARTING AN ALUMNI NETWORK**
  - Starting a Regional Alumni Network
  - Starting an Affinity Network

- **EVENTS**
  - What makes a BU Alumni Association event?
  - When Additional Event Opportunities Arise
  - Marketing Tools

- **MARKETING TOOLS**

- **STAFF REPRESENTATIVES**

Mission: It is the mission of Alumni Relations to advance Boston University by connecting alumni to one another and to the University through meaningful programs, benefits, services and communication.

Membership: If you graduated with a degree from BU, you’re automatically a member of the Boston University Alumni Association, along with nearly 300,000 of your fellow alumni. To be considered an alumnus/alumna of Boston University, you must have received a bachelor’s, master’s, or doctoral degree from Boston University (or have completed the 2-year program of the College of General Studies as part of a bachelor’s degree program). Membership is free.

Alumni Card: To print your alumni card, simply log into the Alumni Online Community by visiting bu.edu/alumni. Once logged in, you can click the “Print Alumni Card” link at the top of your online community home page.

The Boston University Alumni Council, the leadership group for the Alumni Association, draws upon the expertise and dedication of talented alumni. The 35 members of the Alumni Council serve as an important voice to university leadership, and work actively to engage alumni in meaningful ways with BU and with one another.

Governed by a board of nine, most of the University’s 16 schools and colleges are represented on the Council. Much like our student body, the Boston University Alumni Council is diverse, with members hailing from all over the country. Members serve in a variety of professions and are graduates currently of the last five decades, from 1959 to 2009.

For more information about the Alumni Council, visit bu.edu/alumni/connected/buaa/council-members

Alumni Network Leaders and representatives from various schools & colleges come together at least twice a year to represent alumni interests and advise the Boston University Alumni Council. The purpose of the Alumni Leadership Forum is to communicate with the Boston University Alumni Council about relevant topics to networks worldwide.

US Regional & International Networks: BU has over 61 regional networks worldwide connecting alumni, parents, donors and friends living in the same geographic area.

Affinity Networks (Shared Interest Groups): Affinity networks connect alumni who share specific areas of interest, such as academic, professional, social, or on the basis of ethnic or cultural identity.

For a list of current alumni networks, visit bu.edu/alumni/networks.
THE ROLE OF VOLUNTEERS

Network volunteers and leaders connect members of the BU community (alumni, parents, donors and friends) living in a particular geographical region (regional network) and/or who have a shared interest (affinity network) to one another and the University. They are alumni who regularly participate in alumni events or have been engaged with BU through their school or college. Volunteers partner with BUAA leadership in promoting the messaging and mission of Boston University.

ALUMNI NETWORK LEADERS

Alumni network leaders are volunteers who are well-connected to alumni in their community. They may also be donors or leaders in their industry for affinity networks. Depending on the size of the network, leaders could number between 4 and 12 alumni and are reflective of the diversity of the local alumni community. Volunteer leaders help recruit and maintain contact with alumni volunteers.

Alumni network leaders represent the University in their community and serve as local contacts for alumni in the network. They work alongside their staff representative to create an operating plan of network events and activities for the year. Regionally based leaders host annual marquee events such as Beanpot watch parties, Global Toast, and Global Day of Service in their area.

ALUMNI NETWORK VOLUNTEERS

Alumni network volunteers support the alumni network leader in planning initiatives to fulfill the annual operating plan. In support of events, they help manage event logistics such as staffing registration and greeting guests. Volunteers help get the word out to other alumni about their networks’ events, often through the use of social media.

GLOBAL AMBASSADORS

Global Ambassadors are a critical resource in areas outside of the United States where alumni networks do not currently exist. They act as the main point of contact for members of the BU community in their city or country. Global Ambassadors will act as advisors, serve as local contacts for alumni, field career-related questions, and organize events in their region. If you are interested in becoming a Global Ambassador and/or would like to support the existing ambassador as part of a team, please contact your staff representative listed on page 8.

WAYS TO GET INVOLVED:

- Communicate regularly with your staff representative. If you have not already been in touch with this person, contact information is listed on page 8.
- Participate in alumni events.
- Post on social media channels (see page 7).
- Get communications relevant to your interests:
  - Update your contact information at bu.edu/alumni/update. We use your zip code to determine which invitations to send to you. Our primary mode of communication is email.
  - Update your email preferences. Log into bu.edu/alumni/aoc then select “Update Email Preferences”.
  - Fill out the affinity network survey at bu.edu/alumni/connected/networks/affinity-networks.
At Boston University, we’re proud of the fact that we have a committed alumni population worldwide. BU alumni networks organize engaging events worldwide throughout the year that connect the alumni community and foster career development.

Although we cannot hold events in every area, our goal is to involve all 300,000 alumni. Review this page and then contact your staff representative if you would like to express interest in starting an alumni network in your home area!

STARTING AN ALUMNI NETWORK

If an affinity network does not yet exist, consider the following questions to determine if one might be successful:

- **Critical mass:** is there a significant number of alumni residing in your area?
  - For US regional networks, the general guideline is a minimum of 1,000 alumni living in the metropolitan area.
  - For international networks, this number may be lower depending on the size of the city or country.
- **Proven interest:** are other alumni interested in establishing this network?
- **Committed leaders:** are there at least 3-5 alumni in your area willing to help volunteer their time to establish the network?
- **Successful events:** are you willing to partner with the Alumni Office to host a series of events over a year to assess the interest and sustainability of the affinity group before an official network can be established?

If you answered yes or if you are unsure, contact your staff representative listed on page 8.

STARTING A REGIONAL ALUMNI NETWORK

If a regional network does not exist in your area, consider the following questions to determine if one might be successful:

- **Critical mass:** is there a significant number of alumni residing in your area?
  - For US regional networks, the general guideline is a minimum of 1,000 alumni living in the metropolitan area.
  - For international networks, this number may be lower depending on the size of the city or country.
- **Proven interest:** are other alumni interested in establishing this network?
- **Committed leaders:** are there at least 3-5 alumni in your area willing to help volunteer their time to establish the network?
- **Proven interest:** are other alumni interested in establishing this network?
- **Committed volunteers:** are there at least 3-5 alumni in your area willing to help volunteer their time to establish the network?
- **Successful events:** are you willing to partner with the Alumni Office to host a series of events over a year to assess the interest and sustainability of the affinity group before an official network can be established?

If you answered yes or if you are unsure, contact your staff representative listed on page 8.
WHAT MAKES A BU ALUMNI ASSOCIATION EVENT

- Your Alumni Association offers a variety of networking, cultural, athletics, career, and educational programs open to all alumni. The goal of every event is to serve the largest number of alumni possible. Events are often built around special programs or opportunities such as faculty presentations, panel discussions featuring expert alumni and faculty, or exclusive access to various experiences. Volunteers and volunteer leaders act as advisors in this process, helping brainstorm program ideas, promoting events locally through social media, and partnering with their alumni staff representative to welcome alumni at the event.

- Each year, volunteer leaders and staff representatives in each network create an operating plan that includes events that are strategic for engaging alumni. A set number of events will be determined depending on a variety of factors including (but not limited to) the size of the market, proven interest of alumni in the region, and budget. These events are planned, promoted, and partially funded by the Alumni Association.

- As a guideline, event details should be confirmed at least 6 to 8 weeks ahead of the event to provide enough lead time for marketing. Event invitations should be delivered to alumni at least 4 weeks in advance. For events in certain areas where we do not have a lot of email addresses, a print mailing may be deemed the best method for outreach. Keep in mind that invitations delivered using non-profit postage will take 3 weeks from the date that they are mailed.

WHEN ADDITIONAL EVENT OPPORTUNITIES ARISE

We recognize that opportunities for additional events may arise throughout the year that have not been allocated for in the operating plan. In support of these, we offer electronic marketing to local alumni. The earlier your staff representative is aware of these opportunities, the better they can assist you.

These events tend to be low or no-cost and are not funded by the University but rather are paid for by attendees. Some examples of volunteer-driven events include happy hours, networking nights, and gatherings at local sporting and cultural events.
MARKETING TOOLS

The alumni office offers the use of its marketing tools to promote events around the world including online registration pages, broadcast email, and printed postcard invitations. In addition, events are posted online on the Alumni Association and University calendars, as well as through the BUAA Facebook, LinkedIn, and Twitter pages.

Social media is one of the most powerful tools for bringing an audience to your events. We encourage you to get involved!

Want to start a local Facebook or LinkedIn group? Contact your staff representative listed on the next page.

BECOME A FAN OF THE BU ALUMNI ASSOCIATION PAGE.
facebook.com/BUalumni

FOLLOW AND TAG @BUALUMNI IN YOUR POSTS
@BUAlumni on Instagram

FOLLOW AND TAG @BUALUMNI IN YOUR TWEETS
twitter.com/BUalumni

UPLOAD YOUR VIDEOS TO BU'S OFFICIAL YOUTUBE CHANNEL.
bu.edu/buniverse

EXPAND YOUR NETWORK. DEVELOP PROFESSIONAL CONNECTIONS.
linkd.in/BUalumni

GET YOUR FREE “CRIB SHEET” APP. NEWS FROM US. TIPS FOR YOU.
mycribsheet.com/buaa

UPLOAD YOUR PHOTOS TO THE PHOTOSTREAM.
flickr.com/photos/BUalumni

UPDATE YOUR ALUMNI PROFILE.
Search the alumni directory. bu.edu/alumni
REGIONAL REPRESENTATIVES

The Alumni Relations staff is your best resource for getting involved and learning more about the Alumni Association. We look forward to hearing from you.

You can reach the Alumni Relations main line at (800) 800-3466 or alumni@bu.edu. Regular office hours are 9 a.m. to 5 p.m. ET.

Mid-Atlantic US          Fritz Kuhnlenz
                        (617) 353-2386
                        kuhnlenz@bu.edu

New England US          Kirsten Lundeen
                        (617) 358-5524
                        lundeenk@bu.edu

Southern & Central US    Gabe Bolio
                        (617) 353-4322
                        gbolio@bu.edu

Western US              Melissa Stuart
                        (617) 358-6402
                        stuartm@bu.edu

International           Kati Reusche
                        (617) 353-6044
                        kreusche@bu.edu