

**Indiana University Alumni Association
Affiliate Group Award Program
Criteria and Application
2009-10**

PURPOSE:

The IUAA Affiliate Groups provide a very important service to our alumni, the IU Alumni Association, and Indiana University. To honor Affiliate Groups Alumni Associations for all of their hard work in the field of alumni relations, we are recognizing and awarding the following areas of best practices of alumni programs:

- Best Practices/Excellence Alumni Relations,
- Outstanding Student Engagement, and
- Outstanding Alumni Publication.

The award winners will receive \$500 each to apply to another program or communication piece.

The 2010 application process is:

March 1 – Deadline for submission of applications

March/April – Judging of applications and awards announced

June– Awards presented during Cream & Crimson Alumni Weekend

To be eligible, the event/publication would need to occur between March 2, 2009, and March 1, 2010.

AFFILIATE GROUPS AWARD CATEGORIES:

1. Best Practices/Excellence in Alumni Relations Award:

Recognizes a Affiliate Group who shows excellence in alumni relations and service to IU. Demonstrate exemplary projects that serve as benchmarks for other constituent societies, provide a successful solution to overcoming challenges, reflect strategic use of resources or utilize innovative practices (programs produced on a limited budget or planned within narrow time constraints).

A. Entries will be judged on program's success in meeting its stated goals, use of resources, creativity, and impact on the alumni relations program. Areas for consideration:

- i. Alumni Events and Programs
 - a. Collaboration between at least two units of IU
- ii. Professional Development, Continuing Education, and Life-Long Learning
 - a. Showcase faculty members
- iii. Social/Networking
 - a. Athletic events
 - b. Family-friendly programs
 - c. Receptions

- d. Regional events
- e. Student recruitment
- iv. Awards Program
 - a. Distinguished alumni
 - b. Outstanding faculty
 - c. Scholarships/top students
- v. Membership Recruitment and Retention
 - a. Alumni events that offer special pricing for members – free or discounted
 - b. Information table at events offering specially priced membership
 - c. Membership solicitation and renewal
- vi. Community Service
 - a. Alumni giving back to their community and representing IU
 - b. IU Cares Month

2. Outstanding Student Engagement Award:

Recognizes an outstanding student program that engages alumni and current students.

A. Entries will be judged on program's success in meeting its stated goals, use of resources, creativity, and impact on the alumni relations program and institution. Areas for consideration:

- i. Student Programs and Involvement
 - a. Student representation on Alumni Board of Directors
 - b. Scholarships (i.e. golf outings as fundraisers)
 - c. Career mentoring
 - d. Licensing and career workshops
 - e. Student recruitment
 - f. Co-sponsorship of student events
 - g. Invitations to conferences and events
- ii. Service Projects and Programs Benefiting the School
 - a. Alternative spring break
 - b. Commencement
 - c. Graduation receptions and gifts
 - d. Student send-offs
- iii. Leadership and service to IU
 - a. Initiatives created under this alumnus/alumna leadership
- iv. Actions taken above and beyond other programs

3. Outstanding Alumni Publications Award:

Recognizes outstanding work on magazines, newsletters, Web sites, and e-newsletters that are published by the Alumni Association and school and geared toward an external alumni audience.

Areas for consideration:

- i. Criteria for Alumni Magazines/Newsletters/E-newsletters
- ii. Creativity/originality

- a. Effectiveness in writing for your target audience
 - b. Presence of the alumni event announcements/stories
 - c. Officer contact information
 - d. Alumni spotlights, alumni updates, and Class Notes
 - e. Effective/comprehensive content
 - f. Use of Alumni Association information and materials (i.e. Membership Matters)
 - g. Assist in maintaining alumni records including address changes, employment information, and collecting e-mail addresses, etc.
- iii. Criteria for Alumni Website
- a. Effectiveness in writing for your target audience
 - b. Ease of navigation through your site
 - c. Quality and use of design elements
 - d. Attention to keeping postings current, including contact information
 - e. Use of Alumni Association information and materials (i.e. Membership Matters)
 - f. Links to the IUAA home page

EVALUATION CRITERIA:

Number of Entries:

- Each Affiliate Group may make a submission in all categories that pertain to them. Only *one* submission per organization per category is allowed. Use a separate application for each category.

Consecutive Year Entry:

- The same group may not win in any one category two years in a row.

Timeframe:

- Any project produced or implemented in the current fiscal year and not previously entered, is eligible for entry.

Complete Entry Forms:

- Information on the entry form is one of the considerations in judging, so prepare the form with care. Entries that do not meet the entry guidelines will be disqualified. See requirements below. Feel free to use additional pieces of paper.

Affiliate Groups Awards Application

Affiliate Group Name: _____

- Award Category:** Best Practices/Excellence in Alumni Relations
 Student Engagement
 Publication – Choose only one from below and supply five copies of the latest issue (please circle):
- Alumni Magazine
 - Alumni Newsletter
 - Alumni Website
 - Alumni E-newsletter

IUAA Liaison: _____

Affiliate Group Contact(s): _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____

Affiliate Group Web Site: _____

Name of Program/Publication: _____

Purpose and history of the program/publication: _____

Date(s) of program or date publication mailed: _____

Location: _____

Target audience: _____

Estimated number of attendees/participants/ mailing: _____

Previously hosted/mailed this program? Yes No

If so, when and where or how many times published? _____

Collaborative effort with: _____

Brief description of the program/publication and how it benefits the IU Affiliate Group and IUAA (feel free to attach separate page): _____

Provide details of funding for this program/publication. (Attach a detailed budget if you like): _____

How was this program/publication promoted? _____

How will this program/publication fit into the mission of the IUAA and IU? _____

Please submit the completed IUAA Affiliate Groups Award Program Application by March 1, 2010 to the address below.

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