

# DEL MAR COLLEGE ALUMNI ASSOCIATION RESPONSIBILITIES

The Del Mar College Vikings Alumni Association exists to Connect, Support, and Advocate for current students, former students, and graduates of Del Mar College.

## ALUMNI COMMITTEE DESCRIPTIONS

**Marketing & Membership Committee:** *The Marketing & Membership Committee will identify opportunities to effectively, and in a timely manner, communicate alumni news while promoting the AA, and to capitalize on those opportunities which will advance the AA. This committee is also responsible for the continued identification and recruitment of Del Mar College Alumni.*

- **Volunteer Responsibilities:**

- Look for and act upon opportunities to market AA.
  - Make connections with Chambers, civic groups, etc. to publicize membership drives.
  - Work closely with staff to determine reach available within budget.
  - Assist in campus-wide and community-wide distribution of AA brochures/push cards.
- Assist Professional Development & Outreach Committee in promoting AA membership at graduation.
- Lead efforts to actively work toward reaching quarterly and annual membership goals, including but not limited to membership drives.
- Attend campus-wide events to promote AA whenever possible.
- Work toward achieving strategic plan initiatives.

**Professional Development & Outreach Committee:** *The Professional Development & Outreach Committee will work to identify community service project opportunities and will assist in planning and implementing outreach events conducted by the AA by identifying opportunities to reach out to both the campus community and surrounding areas. The committee will assist in establishing and maintaining professional development opportunities for AA members and potential members. The committee will find opportunities, invite volunteers to participate, coordinate efforts of the events and report back to the AA on outcomes. This committee is also responsible for the continued identification and recruitment of Del Mar College Alumni.*

- **Volunteer Responsibilities:**

- Find opportunities for AA involvement in community service projects (i.e. KEDT Telethon).
  - Recruit members to serve as representatives of AA at events and report back to AA.
  - Plan and coordinate logistics involved.
- Host professional development/networking events to involve current and prospective members.
  - Examples include: brown-bag lunch series, soft skills series, etc.
- Organize AA presence at New Student Orientation and Graduation ceremonies.
- Recruit new members by selling memberships; attend key events and assist with membership drives.

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- Coordinate and plan regular events for AA members to gather & reconnect with each other and the College (i.e. Buc Days Parade, reunions, networking, etc.).
- Attend campus-wide events to promote AA whenever possible.
- Work toward achieving strategic plan initiatives.

**Scholarship Committee:** *This committee will work with the Development Office to administer the AA Scholarships. This shall include adopting procedures for awarding scholarships and developing criteria in compliance with Del Mar College Foundation's policies and federal statutes. The Scholarship Committee shall support activities that raise money for Alumni scholarships. This committee is also responsible for the continued identification and recruitment of Del Mar College Alumni.*

- **Volunteer Responsibilities:**

- Review candidate summaries provided by DMCF staff and award scholarships based on criteria.
- Attend campus-wide events to promote AA whenever possible.
- Work toward achieving strategic plan initiatives.

**Special Event Committee:** *The Special Event Committee assists in identifying opportunities to raise funds to support the AA, alumni scholarships, and Del Mar College. This committee will invite current students, former students, faculty and community members to invest in Del Mar College. The Special Event Committee is responsible for planning fundraising events, planning and implementing any annual awards and nominations, or other honors the AA chooses to confer, promoting current fundraising campaigns, and referring potential donors to the Development Office. This committee is also responsible for the continued identification and recruitment of Del Mar College Alumni.*

- **Volunteer Responsibilities:**

- Recruit volunteers to assist in special event fundraising to advance the AA.
- Host AA signature event to recognize award recipients.
- Meet to review nominated applicants and select recipients based on criteria.
- Assist in securing items for raffles, silent auctions and other in-kind donations as needed.
- Make calls soliciting funds for sponsorships, table sales, raffle tickets, etc. in support of the AA.
- Serve on committees for specific events.
- Attend campus-wide events to promote the AA whenever possible.
- Work toward achieving strategic plan initiatives.