

Alumni Leader Best Practices

Starting a New Chapter

WVU Alumni chapters help bring Mountaineers together as a local community for connection, camaraderie, and shared pride in the University. Through social events, service opportunities, and networking, chapters create meaningful ways for alumni to stay engaged and support one another wherever they live. If there is not currently an active chapter in your area, you can take the lead in building that community. Follow the steps below to learn how to start a new alumni chapter and help connect Mountaineers near you.

Express Interest

To initiate creating a new chapter, please complete the [WVU Alumni Chapter Application Survey](#). If you have any questions you can email Kaitlin Beegle, Chapter and Interest Group Support Coordinator for the WVU Alumni Association, at kaitlin.beegle@mail.wvu.edu.

Survey the Area

WVU Alumni Association staff will create a survey of interest and email it to all WVU Alumni in the geography. Once results are compiled, a meeting to discuss next steps will be scheduled.

Branding

Working with WVU Alumni Association staff, establish a brand identity for the chapter including an official name and inspiration for your chapter spirit mark.

Organize a Leadership Group

Using the survey results, identify a core group of volunteers that will assist with the formation of this chapter. Host a meeting to collaborate and share ideas with these individuals.

Establish Communication Channels

Create an email address that chapter leadership will have access to. After you have an email address, create an online presence using social media platforms such as Facebook or Instagram.

Administration Procedures

The leadership group will meet to discuss leadership structure develop the following documents:

- Chapter Bylaws
- Memorandum of Understanding
- Code of Conduct

Sample forms and officer descriptions can be found on the Alumni Leader Resources webpage. All board members will need to sign a Code of Conduct.

Charter Recognition

It's official! Your chapter's charter is issued by the WVU Alumni Association. Charters are valid for a period of five years, unless revoked due to code of conduct violations.

Next Steps

- Establish nonprofit and tax exempt status
- Open a chapter bank account
- Create a chapter website
- Create a chapter email directory