

## PROTOCOLS: EXECUTIVE SUMMARY

- Maintain a strong and active web presence via a hosted CAA website (if eligible) and social media pages that are updated frequently in native language and English
- Engage in regular efforts designed to increase club engagement, membership and participation
- Participate in CAA and University initiatives, such as Quarterly Club Calls, CALW, signature events, etc.
- Complete and submit an Annual Report on club engagement activity, leadership, membership, governance, and programs. Submit updated list of club officers and/or board of directors at the start of the fiscal year (July)
- Provide a list of active alumni volunteers and members in addition to elected club officers
- Serve as a local resource for current students, incoming students and other Columbia affiliates
- Identify potential alumni volunteers and leaders for volunteer leadership development and smooth succession planning purposes
- Abide by University policies, including data privacy and confidentiality rules
- Develop and execute a successful and diversified portfolio of programs and events, the number and type of which can be decided based on the size and interests of the constituency.
  - Domestic Categorization Link
  - International Categorization Link

### **When planning an event in partnership with CAA:**

- CAA will coordinate the selection and invitation of faculty members. For faculty events we require a minimum of 2 months' advance notice, within at least a 3-month time frame (eg. Jun-Aug)
- If any of your events has a proposed guest speaker, please communicate name and year, and how the club has a connection (if any), and wait for CAA approval before reaching out to the guest speaker. Any high-level speaker must be vetted with CAA so that we can coordinate with our University partner for approval.
- Communicate to CAA liaison as soon as possible:
  - Name and type of event
  - Event Goals
  - Proposed dates
  - Proposed venue
  - Proposed timeline with tasks and duration
  - Proposed program format
  - Club leaders managing/attending event and their roles
  - Expected number of attendees
  - Target audience
  - Send a list of proposed venues and wait for approval. Once approved, send the venue contract to CAA for signature (if applicable) at least 10-12 weeks in advance
  - Determine proposed cost per attendee and event financials. If CAA is subsidizing, fill out the form at least 10-12 weeks in advance with full breakdown.
- Work with CAA on a communications plan and develop any required marketing materials
- To request space for meetings at the Alumni Welcome Center, fill out the request form at least 3 weeks prior. Your liaison will let you know if space is available. Catering details need to be final 1 week prior.

### **Upon completion of an event:**

- Submit complete list of participants (registrants; attendees; walk-ins; no-shows) within 2 weeks of event

- Share photos with CAA liaison and through your club social media channels