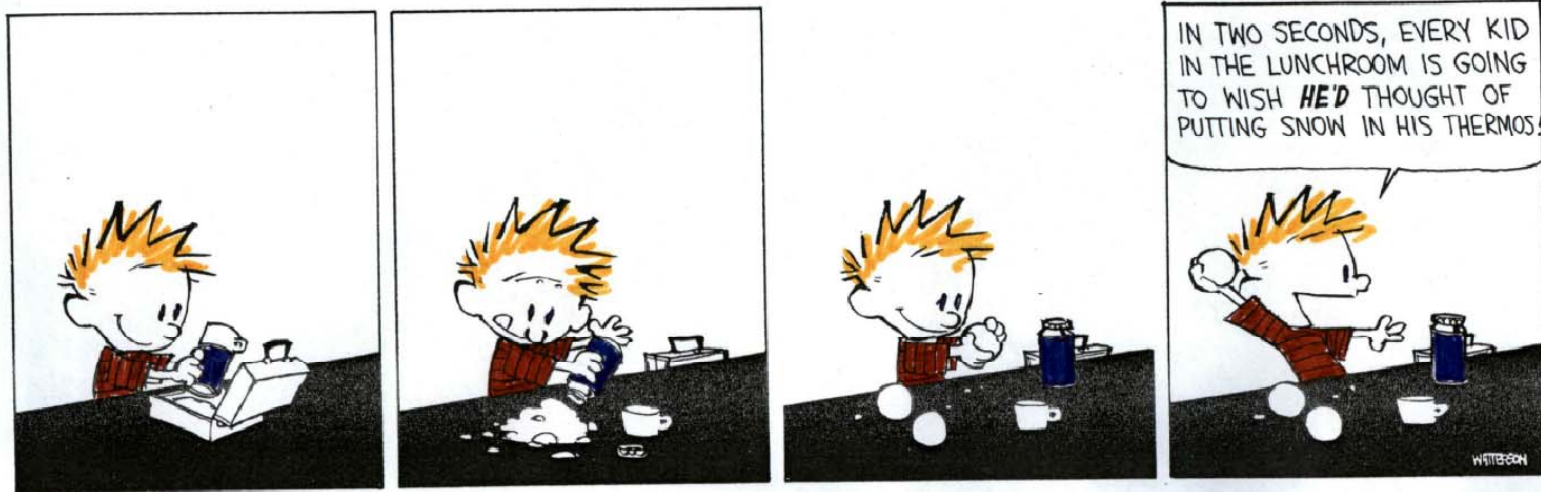
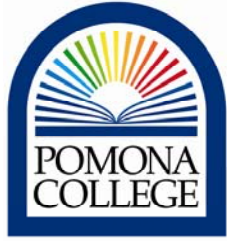


How I Killed Off Chapters

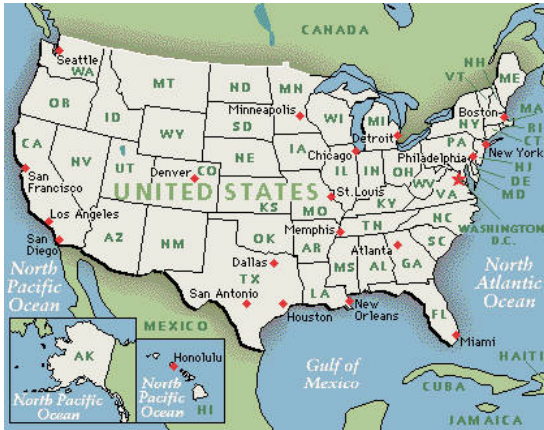


Holly Duncan
Associate Director, Alumni Relations
Pomona College



Basic Information

- We serve about 24,000 alumni
- Private liberal arts institution with 1500 students enrolled
- Non-dues paying
- Staff size four people



Regions & Goals

- 7-10 Primary regions have 1000+ people
- 5 Secondary regions have 500-999 people
- 6 Tertiary regions have 200-499
- Other!

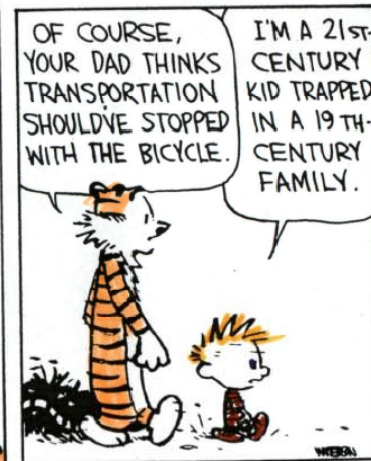


3 types of volunteers

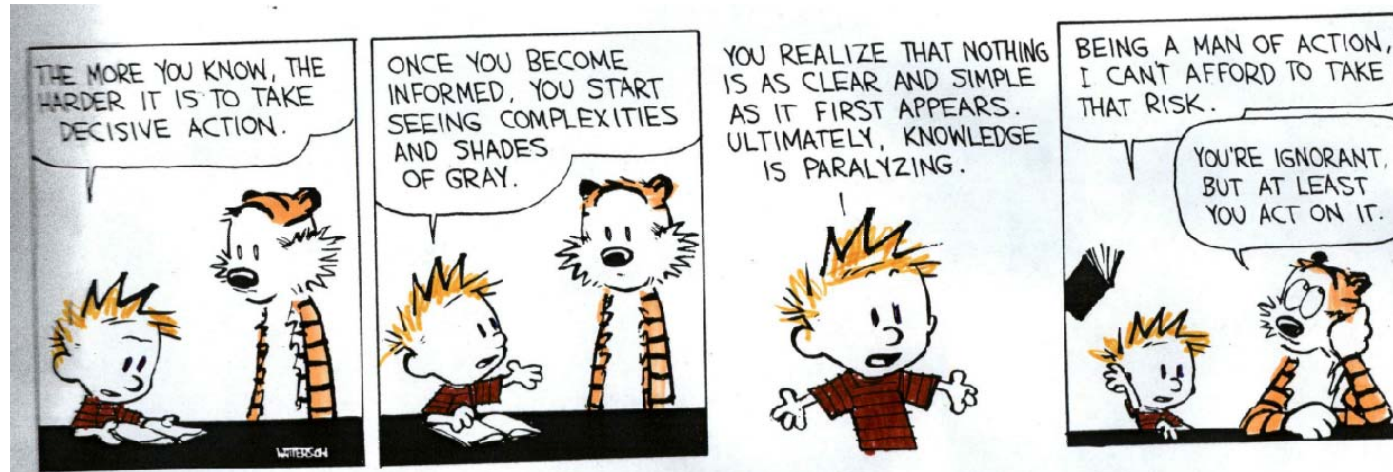
- 1) Those who do 100% of what they are supposed to do, 100% of the time.



PRETTY SOON, COMPUTERS, TELEPHONES AND TV'S WILL ALL BE HOOKED TOGETHER TO BRING INSTANTANEOUS, INTERACTIVE COMMUNICATION RIGHT INTO OUR HOMES!



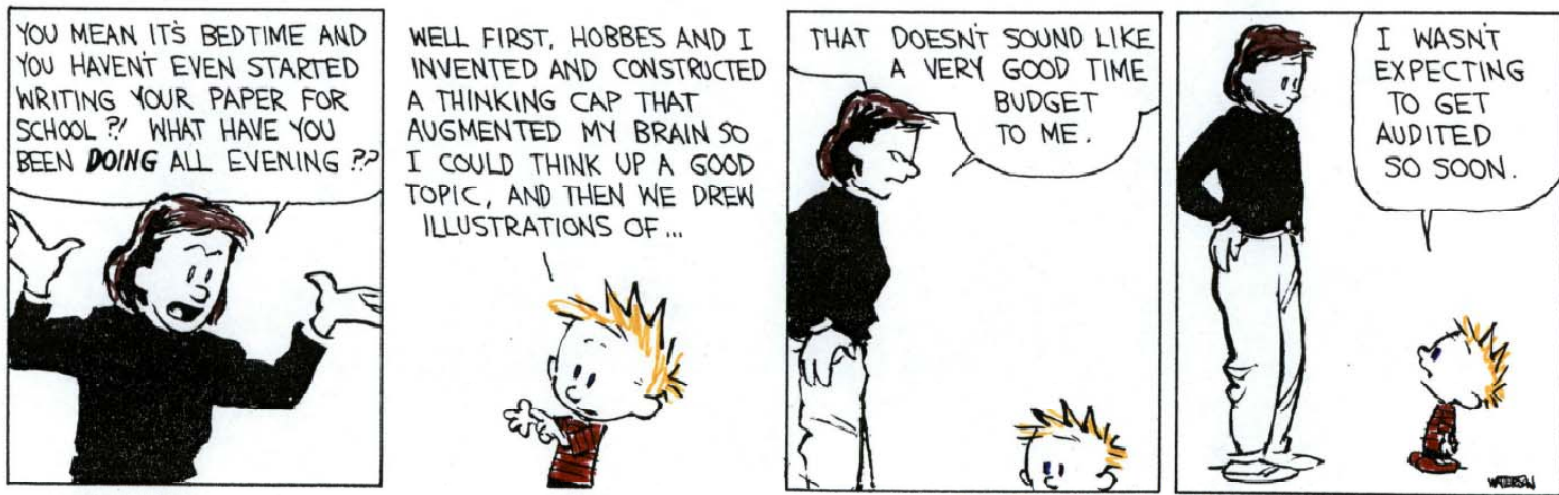
Volunteer Type 2



Those who do 100% of what they are supposed to do 50% of the time, or 50% of what they are supposed to do 100% of the time

Volunteer type 3

Those who are totally off track



When we had regional volunteers

- In 2004 we recorded 20 regional events, not including happy hours
- 1.5 staff members assigned to regional events (and lots of other stuff!)
- Reactive v. proactive

Decision Time

- Stewarding specific alumni and offering fewer events
- Offering more events with less volunteer involvement



Before

- In 2004-05 we recorded 20 regional events, not including happy hours
- 1.5 staff members assigned to regional events (and lots of other stuff!)
- Reactive v. proactive

After

- In 2009-10 we recorded 54 events, not including happy hours
- 1 staff person assigned to regional events (and a few other things)
- Proactive v. reactive

Did we isolate ourselves from our volunteers?



No, we just changed how we use their time and expertise.

The transition process

1) Involve your board

2) Come up with your targeted sales pitch

Can be different for different volunteers/regions

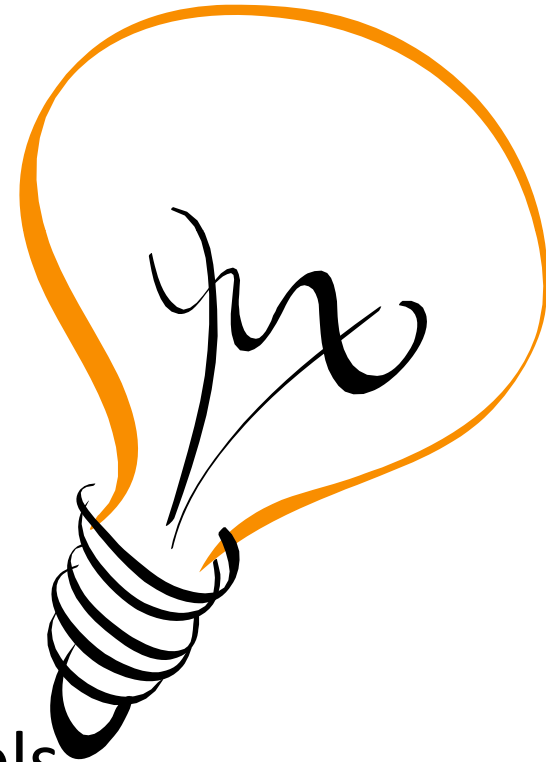
Emphasize there is still a role for them if they want it!

3) Phase in if you need to

Tips for staff driven model

Resources for efficiency

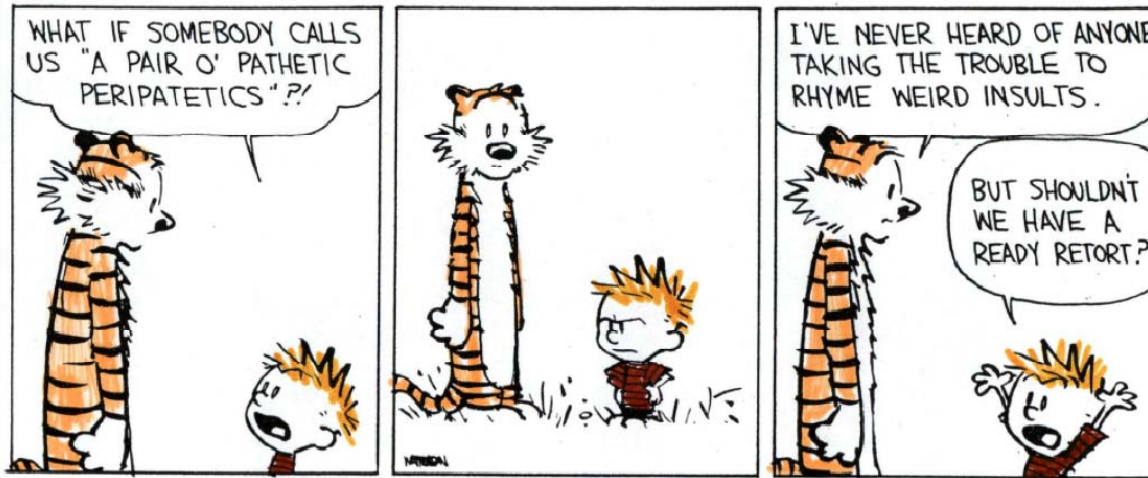
- Dean of Faculty
- Faculty Meetings
- Faculty Orientation
- Read class notes for speakers
- Recognition
- Email updates
- Gift officers
- Collaboration with other schools



Once you change the rules, make sure EVERYONE knows them!



Questions and Discussion



Thank you for your time and participation!