

## **Ivan Allen Jr. Expansion Project 2008 - 2009**

The objective of this project is to develop, promote, and assist the expansion of the Atlanta Area Alumni Association - Ivan Allen Jr. Rush Event to other ΣAE Alumni Associations in the realm.

The project will be accomplished by the Ivan Allen Jr. Expansion Project Standing Committee created and sponsored by the Supreme Council for 2007 – 2009.

The committee objective is as follows:

- Develop and produce a model “play book” for an Ivan Allen Jr. Rush Event that is flexible enough to apply to both Area and Chapter Alumni Associations.
- Promote the event throughout the realm so that all ΣAE Alumni Associations are inspired to sponsor an event in their area. Implementation targets:
  - Summer 2008 - Chicago, Tampa, San Francisco, and Kansas City
  - Summer 2009 – Additional cities at the committee’s discretion.
- Support the event implementation in each city.

## Background

The Atlanta Area Alumni Association - Ivan Allen Jr. Rush Event was designed to fulfill the second of the four Alumni Association objectives defined in the Fraternity Law:

*Promote the interests and welfare of the individual Chapters Collegiate of the Fraternity by encouraging in them the maintenance of high standards.*

This program and event is intended to be complementary to each Chapter Collegiate's Recruitment initiative.

- This program does not replace the responsibility that individual  $\Sigma$ AE alumni have for writing letters of recommendation for their sons, nephews or friends.
- This program does not replace the initiative that each young rushee must demonstrate in order to get a bid.
- Lastly, this program facilitates the introduction of young potential rushees to  $\Sigma$ AE, puts  $\Sigma$ AE on the "radar screen" of the young man and puts the young man's contact information in the hands of the chapter collegiate's rush chair so that they can meet and assess each other.

This Atlanta Area Alumni Association sponsored spring or summer rush event was, for its 67<sup>th</sup> year in 2007, focused on:

- 1) identifying top graduates from area high schools that are going to college,
- 2) inviting them to the Ivan Allen Jr. Rush Event to
  - a. tell them about Greek life in college and
  - b. about  $\Sigma$ AE and
- 3) following-up with a letter of recommendation to the  $\Sigma$ AE chapter at the university that each invitee plans to attend.

The Ivan Allen Jr. Expansion Project Committee is charged with the responsibility to:

- Develop and produce a model "play book" for an Ivan Allen Jr. Rush Event that is flexible enough to apply to Area and Chapter Alumni Associations as well as chapters that don't have an active alumni association, but wants to sponsor an event.
  - Define the processes for each of the major components of the rush event:
    - Mobilizing local alumni to organize, promote and support their local rush event
    - Identifying and Screening the Top High School rush candidates
    - Inviting rushees
    - Planning the event
    - Following up with letters of recommendation.

- Document in a “play book” the processes so that both large and small alumni associations can easily adapt the processes to their needs.
- Create collateral material that makes implementation easier.
- Promote the event throughout the realm so that all ΣAE Alumni Associations and Chapters Collegiate that have no active alumni association are inspired to sponsor an event in their area.
  - Plan for the 2008 and 2009 Summers
    - 2008 - Implement the initial cities: Chicago, Tampa, San Francisco, and Kansas City
    - 2009 - Integrate the messages for event into the operations of the FSC
      - Create messages promoting the event in all ΣAE published material
      - Define and implement incentives on the Regional Executives
      - Energize and mobilize the Province Archons
      - Identify all of the targeted Alumni Associations that should implement the plan.
      - Ensure that key Alumni Associations are represented on the committee
      - Identify and collect contact information on the leadership of each Alumni Association: President, Event coordinator and treasurer
      - Assess and track participation
- Support the event implementation
  - Make the planning and collateral material available by download.
  - Provide specific advise and council
- Measurements:
  - Every invitee (not just the ones that attend) has a letter of recommendation sent on their behalf to the chapter where they go to school.
    - Getting the post event letters out for 100% is the goal
    - Achieving this is the goal
  - This event is not an “end-to-end” process
    - The Chapter’s Collegiate, may ignore the rushees identified
    - The Chapters may not like the rushees
  - High School coverage

## **Ivan Allen Jr. Expansion Project Plan Components**

Alumni –

- Pre Event planning
  - Owners and implementers of the plan
  - Financial requirements
    - Prepare budget
    - Costs
      - Postage Costs
      - Venue
      - Food and beverages (around \$20 – 35 per person)
    - Revenue
      - All rushees and Chapter members are guests (they don't pay)
      - Get local alumni to contribute
      - Get local alumni who attend to pay for several rushees
  - Communications resources
    - Web site – Early notices to alumni and chapter's collegiate
    - Invitees
      - Rushees - Gather and maintain list, school record, target college
      - Alumni - Gather and maintain list of Alumni Invitees
        - Make sure legacies come with the father/uncle
        - Make sure alumni sponsoring friends come also
      - Chapters – talk to in-state chapter EA's and Rush chairs
        - Get their lists of local rushees to invite
        - Complement their summer rush activities
    - Prepare invitations
      - Formal in envelopes to rushees
      - Email for alumni
    - Prepare event

- Attendance lists
    - Name Tags
  - Organize follow-up telephone calls
  - Collect all RSVPs.
- The Event
  - Calendar -- Spring, mid summer or late summer
    - Spring
      - Not all high schools have same calendar: Potential conflict with baccalaureate, graduation and post grad travel
      - Little focus on college, most will not have decided which college
    - Mid-summer
      - Post graduation travel
      - Enjoying the “buzz,” some focus on college
    - Late Summer
      - Most have returned from summer travel
      - Most have chosen their college
      - Most are beginning to think about going to college
  - Venue and menu
    - Select Country Club or marquee alumnus home
    - Dress – Golf casual
    - Serve easy to manage “buffet” like BBQ
    - Have a rain contingency
    - Logistics
      - SAE Banners
      - Welcome desk – Invite young college girls to manage check in
        - Use lists to check invitees in
        - Alumnus treasurer – Collects money
  - Program, messages and speakers
    - Alumni host, undergraduate and with marquee speaker
      - Meet and greet
      - Serve soft beverages/water
      - Eat

- Program
- Post program discussions
- Relatively short program, lots of time for relationship building and discussion
  - Intro to Greek system
  - Intro to SAE
  - Here are things to consider (undergraduate) – scripted
  - What it means to be an SAE and how it has influenced me personally and professionally.
- Post Event activities
  - Letters of recommendation to the chapters

#### High Schools –

- Prepare a list of all area high schools
  - Identify the very top schools, and the must-include schools
  - Be prepared to not be able to cover all schools
- Identify someone for EACH High School to assess the students
  - Alumnus who has a child in High school
  - Friends of alumnus who have a child in High School
  - Alumnus Board Member of private school that can get assessments
  - Friends of alumnus who are administrators, teachers or councilors
- Identifying top students
  - Use year book, personal knowledge
  - Select the top 10+ from each school to invite
  - Document their contact info, parents contact info and target college(s)

#### Chapters –

- Identify the area chapters collegiate
- Invite EA, rush chair and others to attend
  - Have them send their rushee list from the area or city
  - Invite their rushees to the event

## **2005 – 2007 Fraternity Law**

### **Alumni Associations shall:**

1. Promote the mission, interest, and welfare of the Fraternity.
2. Promote the interests and welfare of the individual Chapters Collegiate of the Fraternity by encouraging in them the maintenance of high standards.
3. Accumulate funds to be known as Sigma Alpha Epsilon Scholarship Funds, the income from which shall be used to assist students of merit, either within or without the Fraternity, in obtaining a college education.
4. Make contributions to the Fraternity or to the Sigma Alpha Epsilon Foundation, including the right to become a Lifetime Member of either or both organizations.