

## **Planning for an 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.

To successfully develop and implement a project in a geographic area there are several steps that may be useful:

1. Become familiar with the Ivan Allen Jr. Rush event as it has been implemented by the Greater Atlanta Alumni Association.

There are several useful documents that are available on the Atlanta Alumni Association web site: <http://www.saeatlanta.com/> Look at the bottom left of the Home page screen and click on the "IAEP".

The Internet will take you to a page dedicated to the work of the ΣAE Ivan Allen Jr. Expansion Project. Look to the bottom of the page at City Specific Plans and click on "Atlanta".

- a. Click on, download, and read the **Ivan Allen Jr. Play Book**. The **Ivan Allen Jr. Play Book** describes all of the activities actually performed by the members of the association who are responsible for the Rush Party.

There are other documents on the Atlanta page that are tools and templates for later use.

- b. On the ΣAE Ivan Allen Jr. Expansion Project page. Click on, download, and read the **Ivan Allen Jr. Expansion Project Defined** document. This document
  - i. describes the Expansion Project, and
  - ii. includes the Background information about how the project was conceived and the success that the Atlanta Alumni Assn has had over 67 years. It also
  - iii. includes the Project goals set out by the 2008 -2009 Supreme Council. It also
  - iv. includes the various plan components – organizing the alumni, planning the event, Getting the lists of High Schools and potential rushees as well as getting contact with the various college chapters. And lastly
  - v. include the part of the 2005 Fraternity Law that sets out the mission of Alumni Associations.

2. Begin to think about and conceptualize how you would implement a similar event in your area. Here are several things to think about.

- a. Organization – There are several roles described in *I.b.iv* above. Aside from the project leader, the communications, the financial, and the event planner roles are important. Additionally, collecting the local chapter's leadership contact information is important so that communications can begin early. Lastly decide which high schools will be canvassed.
  - b. Geography – Most metropolitan areas are huge. Deciding which high schools will be canvassed can be a daunting task. You'll not be able to cover them all. Start with the top schools that local alumni have relationships with.
  - c. Area and Chapter Alumni Associations – If there are several in the area use this project to get collaboration. This is not a competitive initiative and the project should not create conflict between organizations. Actually, this project accomplishes something that no single chapter or chapter alumni association can achieve.
  - d. Local colleges – The colleges may be competing for the same students, but once a rushee decides where he is going to school the competition is over. Likewise chapters from the local schools should not feel that this project creates competitiveness.
3. Organize your team and develop your own plan. Assess all of the templates on the web site. Download and modify them for your use.
  4. Create your own version of a "play book".