

**Best Practices
For
Tau Beta Pi
Alumni Chapters**

October 27, 2019

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Introduction

Tau Beta Pi members are members for life. We strive to involve our members after they graduate from college. We do this through our alumni chapters.

In many ways, collegiate chapters and alumni chapters are similar. Alumni chapters and collegiate chapters can also have similar issues:

- Officers who don't lead
- Members who don't participate
- Lack of activities or events
- Lack of communication between officers and/or to the members
- Prospective members not knowing the chapter exists

However, the main differences that separate alumni chapters from collegiate chapters are as follows:

- Alumni (aha!) are in alumni chapters, and undergrads are in collegiate chapters. (Full-time graduate students are generally members of the collegiate chapters but may choose to become members of alumni chapters if they so desire.)
- Collegiate chapters go through the membership process and initiate new members, which is unique to them. Alumni chapters do not initiate new members. Alumni chapters are encouraged to suggest eminent engineer candidates to collegiate chapters (see eminent engineer section for details).

So, what should alumni chapters do?

Focus on these two primary activities:

- Organize quarterly networking and/or social events
- Host a joint event with the local collegiate chapter(s) at least once a year

If the students see alumni participating, then they will know they can participate and stay involved after they graduate, and they may become alumni chapter members in the future. The joint event could be a fall BBQ or picnic, a banquet, a speed networking event, resume or interview workshops, an alumni panel Q&A session, or just a social mixer.

Additionally, there are other activities to consider:

- Hosting meetings with local speakers (industry, academia, professional development, etc.)
- Organizing local industry tours
- Volunteering to judge science fairs, quiz bowl competitions, MathCounts, etc.
- Finding other service opportunities in the area like school supply drives, tutoring, food banks, blood drives, etc.
- Starting MindSET (K-12 Math & Science initiative) in your area and/or participating in sessions with local collegiate chapter(s)
- Supporting the local collegiate chapter(s) by attending initiations, participating in their events, mentoring, providing speakers, sponsoring scholarships, funding an additional delegate to convention, providing awards for outstanding members, etc.
- Hosting an Engineering Futures Session (Effective Presentation Skills)

For more ideas, see <https://www.tbp.org/Memb/Alumni/ActivityIdeas.pdf>.

If you have additional ideas or suggestions for this list or this document, please contact the Director of Alumni Affairs.

Approaches to addressing many of these challenges, particularly as they apply to alumni chapters, are discussed throughout this document. For those of you familiar with ICE (Interactive Chapter Exchange), the cycle works the same for alumni chapters as it does for collegiate chapters. See the addendum for more information and additional ways to combat some of the aforementioned issues.

The History of Alumni Chapters

The first alumni organization of Tau Beta Pi was the Chicago Alumni Association, which formed in 1907. Its objective was the “maintenance of loyalty to Alma Mater and Tau Beta Pi, and the promotion of the welfare of local brethren by social intercourse.” Dues were one dollar per year, and alumni met weekly over lunch. Other alumni associations followed: Pittsburgh in 1907; Schenectady, New York, in 1908; Boston in 1909; Washington, DC, in 1909; and New York in 1912.

At the 1912 Convention, a new Article was added to the Constitution to create Alumni Associations. “Alumni Associations shall consist of bona fide members of Tau Beta Pi and may be chartered by the Executive Council when application is made in writing by at least ten members of the society living in a city or its vicinity and upon payment of a charter fee of ten dollars.”

Several existing alumni associations petitioned for a charter, including Seattle in March 1913, Chicago in May 1913, Schenectady in June 1913, San Francisco in November 1914, Washington, DC, in October 1915, and New York City in 1917.

By November 1935, fifteen alumni associations were listed in *THE BENT*. The late 1930s saw an increase in alumni activity as more associations formed and were chartered.

In the middle of 1947, Alumni Associations became Alumni Chapters. Secretary-Treasurer R.H. Nagel ordered permanent sheepskin engrossed charters for the Alumni Chapters “where there is the slightest sign of life or even the hope of a sign of life.” In July 1947, charters were delivered to Baltimore; Chicago; Dayton; Detroit; Long Island Suburban; Milwaukee; Portland, Oregon; Salt Lake City; and Washington, DC. New York and Los Angeles were on order. Birmingham had received its permanent charter back in 1941. By July 1950, 25 Alumni Chapters had been chartered.

The decline in newly chartered Alumni Chapters in the 1950s was turned around in the 1960s, ushering in the greatest growth of chartered Alumni Chapters and adding 9 more to the list between 1968 and 1969 alone. The 1970s continued the trend and added 11 more chartered Alumni Chapters, bringing the total to 51 in 1978.

Until recently, the last Alumni Chapter chartered was Southern Tier in 1993. Tau Beta Pi went 17 years without a new Alumni Chapter until the Philadelphia Chapter was chartered in 2010.

Today, the number of active Alumni Chapters is growing again. As of October 27, 2019, there are 78 chartered Alumni Chapters, and 45 are considered active.

Starting an Alumni Chapter

An alumni chapter is the best way for Tau Bates in a given geographical location to gather for professional development events, social or service activities, or just networking with fellow members. Many also support local Tau Beta Pi collegiate chapters. Each chapter sets its own objectives, although such objectives should follow the principles and ideals of the Association.

If there is not an alumni chapter in your area, then the process for starting one is easy. You can find out if your area has a chapter on this [list of chartered Alumni Chapters](#). If there is an inactive chapter in your area, then the process for reactivating is similar.

To begin, email the [Director of Alumni Affairs](#) (DoAA) indicating your interest. The Director can help you find alumni in your area. The best way to see if people are interested is to pick a date, time, and location and invite people to attend. The Director can also provide an estimate of how many alumni might attend given the population of Tau Bates in your area. See the section on [Event Planning](#).

When you have at least ten members interested in starting (or reactivating) a chapter, you may submit a petition to Tau Beta Pi Headquarters.

- [Sample Petition for a new Chapter](#)
- [Sample Petition to reactivate a Chapter](#)

To start a new chapter, the charter fee, which is stated in the sample petition, must accompany the petition to Headquarters. The Executive Council must review the petition and vote to issue a charter. The new chapter would be installed in a simple ceremony.

To reactivate a chapter, submit the signed petition to Headquarters along with the annual dues, which are stated in the sample reactivation petition.

In either case, the Director of Alumni Affairs should be notified of at least three alumni on the petition who agree to serve as initial officers of the chapter as well as the main points of contact for the chapter. Chapter bylaws should be submitted within a year of submitting either petition. You may download [sample Bylaws](#) to help you with this task.

We're a Chapter – Now What?

The chapter has been approved. Now what should we do?

- Draft and Approve Bylaws
- Elect Officers
- Request an EIN and Establish a Bank Account
- Collect Dues
- Pay Annual Chapter Dues to Headquarters
- Communicate and Be Visible
- Establish a Vision, Mission, and Goals
- Report Annually to the DoAA
- Vote on the Ratification Ballot
- Attend the annual Convention (typically in October)
- Nominate Eminent Engineers

Draft and Approve Bylaws

A sample template for chapter bylaws is available online:

<https://www.tbp.org/Memb/Alumni/SampleBylawsAlumniChpt.docx>. The main items to discuss among the members of your chapter are the following:

- Officer positions
 - Per Article VIII, Section 3(a), of the Tau Beta Pi Constitution, *each Alumni Chapter shall elect annually or as designated in its bylaws a President, a Secretary, a Treasurer, and any other officers defined in its bylaws. The offices of Secretary and Treasurer may be combined into one office of Secretary-Treasurer.*
 - We encourage a Vice President role as well that would ideally roll into the President role the following year. Likewise, the outgoing President staying on the alumni chapter's Executive Committee (the panel of alumni chapter officers) as a Director may also help with continuity and transition.
 - To fill out an Executive Committee for your chapter, it may be beneficial to elect some additional Directors. In some chapters, each Director serves as a liaison to a local collegiate chapter. You could also have members serve as Social Chair, Webmaster, Publicity Coordinator, etc.
 - The chapter's Convention voting delegate may be an elected or appointed position.
- When to hold elections
- Membership dues
 - Some chapters do not collect annual membership dues. Their chapter officers pitch in to pay the annual dues to TBP Headquarters, and their members pay for each event they attend. Some chapters request voluntary contributions from their members. Other chapters collect dues ranging from \$5 to \$30 to fund some of the following activities:
 - Mailings to find new members for your chapter and/or communicate with current members (HQ will send one initial mailing for new alumni chapters)
 - Travel expenses for the chapter's voting delegate to attend Convention
 - Social events

- Scholarship(s) awarded to local collegiate member(s)
 - Expenses for a non-voting delegate from a local collegiate chapter to attend Convention
- When to collect dues

The discussion may happen in person, via a small designated committee, or via electronic means. We encourage an official meeting of the members to approve the bylaws. After the bylaws have been approved by at least ten members of the chapter, they should be submitted to Headquarters to be placed on file and posted online.

Elect Officers

After the officer positions have been established and approved in the bylaws, officers should be elected for each position. After elections, please report the names and contact information for the newly elected officers to the DoAA and/or Headquarters. Elections may happen at the same meeting as approving the bylaws.

Request an EIN and Establish a Bank Account

If your chapter has decided to collect dues, then you will need somewhere to put that money. In order to open a bank account, the chapter should apply for its own EIN number. (Some existing chapters already have EIN numbers on file at HQ. Ask the DoAA and/or HQ before you request one.)

To request an EIN, visit the IRS website:

<http://www.irs.gov/Businesses/Small-Businesses-&Self-Employed/How-to-Apply-for-an-EIN>

The DoAA has a sample [request template](#) so you can see how to fill out the fields. After the chapter has received its EIN number, please notify the DoAA and/or TBP HQ. You will need to submit a [letter](#) requesting to be added to the TBP group exemption.

Now you are ready to open a bank account in the chapter's name. You will need your chapter bylaws and your EIN. Here are some tips to open an account:

- Investigate local credit unions used by the surrounding collegiate chapters as possibilities
- Look for a bank and an account that will not charge you monthly fees or other fees that could dwindle your finances
- Look for a bank that is convenient and accessible to many of your officers (i.e. has several branches)
- Have at least the Treasurer and the President of the chapter on signature authority in case someone leaves abruptly, has health issues, etc.

It is advised to report the state of chapter finances at least annually to the chapter and to the DoAA. It may be desired for the Treasurer to submit a report at each officer meeting, depending on the frequency of activities and officer meetings.

Collect Dues

If your chapter has decided to collect dues and you have a bank account established, then plan to collect dues from your official membership. You could mail or email the form and receive payment via mail or

PayPal, Venmo, Square Cash or however the chapter decides. Send your membership notices in a timely manner. Be clear on the date they are due and how much they are. Here is a sample [membership form](#) and a sample [recruiting/membership letter](#).

Pay Annual Dues to Headquarters

Per Article VIII, Section 1(c), of the Tau Beta Pi Constitution, *“the alumni chapter annual dues to the Association shall be set by the Convention and be paid to Headquarters by the first day of January of each year.”*

Communicate and Be Visible

Now that the chapter is operating with officers and bylaws, you can focus on organizing events, attracting more members, and getting your name out there.

Utilize social media! We encourage alumni chapters to develop their own websites, create their own LinkedIn group, make their own Facebook page, and establish a Google Group for their members. The forms of communications may be a topic of discussion among your members, too. Keep in mind that you will have a variety of answers and, thus, will need to communicate in a variety of ways. Some members may still want a telephone call or a letter in the mail. In any case, please contact the DoAA and HQ with your events if you would like them posted on the TBP alumni events calendar online:

<https://www.tbp.org/Memb/Alumni.cfm>

We also encourage you to post your event to the overall “Tau Beta Pi Engineering Honor Society” LinkedIn group. (<https://www.linkedin.com/groups/101390/>). You may attract other alumni who may be in your area but don’t have records that show it.

In addition to being visible to prospective members and current members, you need to keep them up to date on your activities. Let them know what activities are happening when and where, and give them at least a couple weeks notice so they may rearrange their schedule if necessary. A notice of only a couple days really does not give your event a chance since some people plan far in advance, others may have a hard time finding a sitter on short notice, or their work week has already been scheduled for that night.

Another audience with whom to communicate is your surrounding community. Look at other engineering organizations in the area. Can you partner with them for certain events? Does a local science fair need judges? Does a local school need help with tutoring? Start looking for opportunities for your chapter to be out in the community and to publicize Tau Beta Pi.

Keep in mind your members (and prospective members) can’t attend events if they don’t know about them! Also, remember that the alumni chapter is the face of the organization for many Tau Beta Pi members, and you want the organization to maintain its great reputation and continue to thrive.

TBP HQ will send a designated member of your alumni chapter a list of alumni that have relocated into your geographic area in the previous quarter. Inform the DoAA of your designated officer for this quarterly update list. You are encouraged to send a welcome email to the alumni on the list and advocate for them to join your chapter. Include your chapter events, website, Facebook page, LinkedIn group, etc., in your email.

Establish a Vision, Mission, and Goals

Your alumni chapter officers and members may be wondering, “What kind of events should we hold? What can I, a member, expect from the alumni chapter?” Part of communicating well and serving as a supportive and reliable presence to your area members is making it clear how you define the alumni chapter and describe its identity, what you hope to accomplish, and the actionable steps you have mind to achieve that outcome.

Vision: The Vision of the Tau Beta Pi Association for alumni chapters is to “provide a community for Tau Bates for life.” By assisting in the formation and maintenance of the alumni chapters around the country, Tau Beta Pi is realizing that vision. However, each alumni chapter is a different community. Each alumni chapter should invest the time to consider what kind of community it wants to be. What may be unique to Tau Bates in your area? What may be special about the area itself? Particular industries? Sights? Leisure activities? Community development opportunities? When crafting a Vision, answer these questions:

- How is your alumni chapter positioned in terms of what is desired by local Tau Bates and what it can provide local Tau Bates?
- What is the focus or emphasis of your alumni chapter?
- How does it relate to providing a community for Tau Bates?

Mission: The Mission of the Tau Beta Pi Association for alumni chapters is “to strive to connect Tau Beta Pi members through networking and outreach and to inspire integrity and excellence in engineering.” A Mission is what is hoped to be accomplished through the efforts toward realizing a Vision. A Vision is broad and defining, at the highest level of an organization, and does not often change. A Mission is more specific, descriptive, the focus of the activities of those running an organization, and also does not often change very much. Answer the following questions when drafting the Mission of your alumni chapter:

- What are the expected outcomes of the actions taken by the alumni chapter to assist in achieving its Vision?
- What would be the major characteristics of the alumni chapter upon achieving its Vision? What would it look like and how would you and your members describe it?

Taking the Vision and Mission of the Tau Beta Pi Association for alumni chapters as an example, the community hoped to be provided is one of connected Tau Bates (networking) and Tau Bates integrated with their immediate surroundings and society (outreach). Tau Bates and the local community would describe the purpose of those connections and their role to be one that both illustrates and fosters integrity and excellence in engineering through their character, skill sets, and expertise.

Goals: Goals are the most specific and actionable level of defining and presenting an organization – in your case, the alumni chapter. As every alumni chapter is different and would likely describe a slightly different Mission, the Tau Beta Pi Association leaves it to the alumni chapters to establish Goals and a process to achieve them. Goals are objectives that can be met to fulfill a Mission, they can be checked off - so to speak - and, therefore, evolve and change. Consider the following questions when determining the Goals of your alumni chapter:

- What do we plan on actively doing and facilitating to achieve our Mission?
- What metrics shall we consider to help inform us about our progress? (This does not have to be a particular number or figure. A general trend like “increase event attendance” or “observe more engagement through our communication” can serve as a valuable metric.)

- What routine practices or operational components can be put in place in order to advance the alumni chapter along its path toward achieving its Mission?

Communicate with your local collegiate chapters and other alumni chapters around the country to learn more about what other Tau Bates have in mind, what students hope to gain from involvement or to contribute as alumni, and what they find to be the most successful and valuable ideas and habits for a robust and impactful alumni chapter.

Report Annually

In addition to the annual dues to Headquarters, the current list of chapter officers and their contact information must be submitted to the DoAA by January 1. An alumni chapter can be declared inactive if the dues and the officer list are not received by March 1.

Furthermore, each chapter is encouraged to report the financial status and the activities of the chapter to the DoAA each year.

Vote on the Ratification Ballot

Alumni Chapters must vote on the Constitutional amendments proposed at the annual Convention. The ratification ballot form is available for download following Convention each year. The form must be mailed and postmarked by April 1 or scanned and emailed or faxed to Headquarters by April 1. There are no extensions allowed for this deadline.

Please follow your chapter's voting procedures per your chapter bylaws and read the voting instructions on the form regarding a quorum of active members. If you have questions about voting or quorum, please ask the DoAA or HQ staff.

Attend the Annual Convention

Alumni chapter members may be more involved with the formation of the Constitutional amendments, along with many other facets of the Association, by attending the annual Convention. The Convention is a unique opportunity to network in person with active Tau Bates from around the country. Alumni serve on committees and contribute to the national Association. Collegiate members value the chance to speak with alumni about professional development, accumulating resources, and receiving mentorship. Alumni benefit from the vivid experience of seeing and hearing what the best engineers in the nation can accomplish when we all work together.

Nominate Eminent Engineers

An alumni chapter may identify possible candidates to be initiated as an Eminent Engineer. Alumni chapter members may work with individuals who perform good work and possibly never had the chance to be eligible for Tau Beta Pi while in school. Since initiation is performed only by collegiate chapters, the alumni chapters should present their possible candidates to a local collegiate chapter.

An Eminent Engineer candidate must have a career in engineering AND must have graduated at least 10 years prior with a degree in engineering or at least 15 years prior with a degree in an area other than engineering. (Teaching engineering classes and serving on the administration of an engineering school typically qualify, but working as a graduate research assistant does not.)

The following steps are strongly advised:

1. Submit a resume or CV of the candidate in question to Headquarters. Only HQ has the authority to determine eligibility of such a candidate. HQ prefers to receive the resume or CV before a report of eligibility is submitted in order to avoid possible embarrassment of having to tell someone that they are not eligible.
2. Contact your local collegiate chapter and discuss the possible Eminent Engineer candidate(s), providing the resumes and CVs to the chapter.
3. If the local collegiate chapter is on board to work with you and submit the proper eligibility and election paperwork to get to initiation, then they can follow further instructions here: <https://www.tbp.org/off/membershipSubmit.cfm#Sections>.
4. If the local collegiate chapter is not willing to move forward, then that is their prerogative. Let the matter go and perhaps try again another year, or, if in an area with other collegiate chapters, perhaps try another collegiate chapter.

Membership Management

Now that the chapter is up and running, how do we find more members? Or maybe the better question is how do we keep track of membership? Do you have key contact fields for each of your officers? For your Executive Committee and its Directors? When "selling" to the community, it will be beneficial to know the credentials of your local leadership - at least title and employer. Maybe you already have that for your petitioning 10 members along with their preferred contact details, but how will you track that for thousands of alumni?

The state-of-the-art for alumni chapters across the nation as of this publication is Mailchimp. Mailchimp is an all-in-one marketing platform that not only overcomes many standard email services' limits on the number of addresses to which a single email can be sent (so as to limit spamming) but gives a chapter the ability to contact all area alumni annually and allow members that are interested to opt-in to your group. MailChimp also provides the alumni chapter data analytics to determine whom is being reached. Its contacts are abstracted as an audience broken down as subscribed vs. not, cleaned (bounced) vs. not, etc. It tracks devices used to access the marketing campaign and which links were clicked, clicked most, and not at all. It truly is much more of an all-in-one than a simple list of google contacts with its vast data analytics.

A Mailchimp Campaign template can be found here after you create a free account:

https://us8.admin.mailchimp.com/templates/share?id=30305847_efe2f428bcc9062c5d61_us8.

Consider the following suggestions to grow the alumni chapter membership, improve communication, and be active:

1. Contact the DoAA for a full list of local alumni by ZIP code. This full list differs from the quarterly list of relocated alumni. DO NOT ASSUME the previous alumni chapter leadership operated with the complete local membership. Consider this a necessary annual or biannual – whatever the election frequency for your alumni chapter – review of the alumni chapter roster by requesting a complete list. Report to the DoAA any bouncing email bounces and unsubscribing alumni so that the database at Headquarters can be updated as well.
2. Talk to your fellow officers and current members and ask if they know other Tau Bates. (The member lookup is here: <https://www.tbp.org/memb/memberLookup.cfm>); if their personal data is stale, then please report the information to the DoAA so that Headquarters can update this as well.
3. Post an event on Facebook, or possibly preferable, LinkedIn - as it's professional rather than just "social" media - to attract other alumni who may be in your area but have outdated records.
4. Maintain a website and/or Google Group, but be mindful that both require an action on the part of the end-subscriber. Rather than require a pull on the part of members, consider a push tactic, such as establishing an all-in-one marketing platform like MailChimp as described above.
5. Promote your event through the Tau Beta Pi LinkedIn group. See the [Social Media and Websites](#) section for more information.
6. Post a TBP poster at your workplace with your contact information. (You can order posters from TBP HQ for free at <https://tau-beta-pi.myshopify.com/collections/chapter-materials> or download another one at <https://www.tbp.org/Alumni/ACPoster2.docx>.)
7. Submit articles about your recent events to be published in *The BENT*. This may attract new members in your area.

8. Send an email to the area collegiate chapters before spring graduation to encourage them to join their local alumni chapter after college. (Contact the DoAA for a sample email and/or contact information for chapter presidents.)
9. Attend your local District Conference and promote the alumni chapter.
10. Be visible and active in your community. (Purchase TBP t-shirts from HQ and do something!)

If you talk with a Tau Bate that has an incorrect address in the system, then please contact the DoAA with the information to be updated at HQ.

Event Planning

Planning a successful event is about connecting with your audience. Recall your college chapter and its members. For the most part, they were probably very much like you: near the same age, with similar goals, living in fairly close proximity to each other.

Now consider the diversity of our alumni. We have alumni who are centenarians and alumni who just graduated from college, alumni who live far apart on opposite ends of your chapter's area, some who just started having children and others who are empty-nesters or retired. There are many life situations to take into account when working with our alumni.

The events hosted by an alumni chapter should, therefore, also be diverse so that everyone has a point of engagement. As best as you can, balance consistency with diversity; try varying your type of activity, your venue, the location within your area, the time of day, the night of the week, etc. Interests vary among our members. Not everyone will want to attend a happy hour at a bar or a wine tasting, and not everyone will be able to attend everything. In fact, if you plan to invite the local collegiate chapter, consider that their Office of Student Engagement/Student Organization Handbook may prevent them from attending any event where alcohol is promoted, let alone served. With some alumni chapters geographically spread by 3 or more hours of driving time, the location of events should be rotated throughout the alumni chapter area to accommodate more members. For some, however, it works well to have a consistent meeting time. One Alumni Chapter has a Talk & Tour Tuesday that rotates tours and venues for receptions immediately following the tour but not the day of the week or time. Planning events that are also come and go as you please like this – stay just for the tour or attend just the reception a convenient time – yields greater engagement. Other types of events can then be planned for times on weekends or other nights of the week to try to involve still other members. You might consider a summer picnic on a Saturday that allows members to bring their children as well or a December gift-wrapping station for those not prone to enjoying the outdoors. A member interest survey is available to help your chapter determine its interests. The survey is located on the TBP website:

<https://www.tbp.org/Memb/alumInfo.cfm>.

If you have a member interested in becoming a chapter advisor, an Engineering Futures Facilitator, or another Association official, then please let the DoAA know, and they can be connected with the appropriate people. Also, the Winter 2013 issue of *The BENT* featured an [article](#) that discussed many types of activities and events.

Event Organization and Execution

Consider these steps to organize and execute a planned event:

1. Determine a good day of the week. Do many have church activities on Wednesday nights or Sunday afternoons or would rather go out on Friday nights instead of attend Tau Beta Pi events then? Perhaps those are not good times in your area to have an event. You may need to be flexible and change days in order to attract more or different members.
2. If you are mailing letters, then it is recommended to use the bulk mail service through Headquarters for a decreased postage rate, and in using bulk mail, the date of the event needs to be about 5-6 weeks out. It takes more time to make it through the bulk mail process depending on how far you are from Headquarters in Knoxville, Tennessee, but 5 to 6 weeks out is the recommended time. If the chapter is paying for the mailing, then take into account the risk of not getting the letters out in time versus the amount of money you are spending. If Headquarters is doing your initial mailing, then please stick to the 5 – 6 week timeframe.
3. Inform the Director of Alumni Affairs, and if there is a local Association official like a District Director or Executive Council member, then speak with them. If this is your first event, then hopefully one of them can attend.
4. Select a venue or restaurant, preferably somewhere that has a private room and no rental fee or food/beverage minimum but allows you to order food from the regular menu. This step to find a good location can be difficult, but we have had some success with pizza places and breweries, especially if they have a private room. Find somewhere you can actually hear each other. Talk to the DoAA if you need an estimate of how many may attend.
5. Once the location, date, time, and all associated details are finalized, craft a letter or email to the alumni. If this is your first event, then contact the DoAA for sample invitation letters. Use the buzzwords "networking opportunity" and mention looking for new leadership and new ideas for the chapter if the alumni chapter is in need.
6. The DoAA can send emails to alumni on a prepared list with email addresses on file and get letters to the bulk mail processors. It is preferable for the local organizer to handle the RSVPs, but if that is not possible or desired, then the DoAA can collect the RSVPs. If you send emails or letters, please let the DoAA or HQ know of any bounced email addresses or address changes, so the main database can be updated.
7. After the invitation is out via email and the letters have gone to bulk mail, it is recommended that the event be posted on the TBP alumni events page and announced on the overall TBP LinkedIn group for more visibility. To post on the alumni events page, coordinate with the DoAA.

Social Media and Websites

Alumni chapters need to notify members and potential members about the chapter and its activities. Make sure this duty is assigned and performed regularly. Assign a member (or group of members) to this task.

Here are some avenues for communication, in addition to emails, text messages, phone calls, and mailed letters. You should ask the DoAA for a "@tbp.org" alumni chapter email address. HQ can reset passwords for @tbp.org email addresses if officers fail to forward account information. Many chapters already have an email address used for alumni chapter business, and Gmail or something similar can still be used with all email addresses forwarded to one account to be monitored. Should you or your chapter desire officer position email addresses, such as frtbppresident@gmail.com, keep in mind the individual commitment that entails and the expression "putting all of your eggs in one basket;" by officers sharing an email login, checking and responding to email can be a shared task.

Facebook

Visit www.facebook.com. You must have a login and password. If you don't, then you can create one. After you have logged into the site, on the left-hand side under Groups, you can create a new group. The usual name of the group is "Tau Beta Pi - <Name of Alumni Chapter>." It is up to you whether you want the group to be open or closed. An open group allows anyone to join your group, while a closed group requires a request to join the group. You may invite Facebook members or contacts with email addresses to join the group.

Google Groups

A Google Group can be used as an email distribution list, a place for archiving previous messages, and a forum for Q&A. To create a Google Group, you must have a Google email account ending with @gmail.com or @tbp.org, as the latter operates within the Google suite of services. Once logged into the appropriate email account, click on the Apps icon at the top right hand corner of the page, and click on "Groups." Then click on the red "Create Group" button. The usual name of the group is "Tau Beta Pi - <Name of Alumni Chapter>." On the email settings, make sure you check the options to display how to post to the group and to display how to unsubscribe from the group. You may send an introductory email to all of your current members to invite them to join the group. Even if they don't have a Gmail address, they can still get associated email.

Instagram

A significant number of alumni and collegiate chapters maintain Instagram accounts. Create one to share photos, video, and stories about your alumni chapter and its events. The benefit of Instagram is that it provides a visual way of connecting with your alumni chapter, collegiate chapters, and Tau Bates who follow other Tau Beta Pi accounts. As it's also currently popular with collegiate members, an Instagram account managed by an alumni chapter demonstrates an informed and engaged alumni chapter, current on trend and accommodating to new alumni maintaining the same sources of social information and still able to be involved with Tau Beta Pi after graduation.

LinkedIn

LinkedIn is a more professional website that may be used for your professional networking. After you log in at www.linkedin.com, you can create your own alumni chapter group. Under “Interests”, select “Groups.” On the right side, click on the “Create a group” button. The usual name of the group is “Tau Beta Pi - <Name of Alumni Chapter>.” Typically, a TBP alumni group is set to “Request to Join” for access. At the bottom of the page, you can learn about open groups vs. other types. After a group is created for your alumni chapter, you are encouraged to announce its creation on the overall Tau Beta Pi Engineering Honor Society group on LinkedIn. Join this group if you are not already a member of it.

TauBetaPi4Life

TauBetaPi4Life is a mentoring and social networking platform provided by the Association. It features a feed to social engagement, a jobs board, and an events page. Tau Bates can advertise open positions suited to Tau Beta Pi alumni and find new opportunities. There is also a portion of TauBetaPi4Life directed at mentoring. Tau Bates can offer or find “flash mentoring” assistance and longer term mentoring relationships. Make an impact in your community by having members of your alumni chapter join and be active. Promoting this platform through the other social media utilized by the alumni chapter provides more services to alumni and a way to connect that is dedicated to our shared distinction as Tau Bates for life.

Twitter

Twitter is suited to short, quick messages to stay in touch with alumni chapter members. Additionally, it’s possible to coordinate more involved discussions, post longer messages via threads, and live-tweet events of interest to the alumni chapter and, of course, alumni chapter events themselves. Many organizations likely of interest to alumni are also active on Twitter. Maintaining an account for the alumni chapter provides the opportunity to better connect alumni to professional opportunities and further their development. Furthermore, an active Twitter account can reach alumni who prefer it to Facebook and Instagram.

Websites

If you have a webmaster in your alumni chapter, then that member may be able to find a site to host your website. You may also consider Google Sites from Google or wordpress.com or squarespace.com.

Just as event day, time, and location need to be varied to improve engagement with alumni, a diversified social media strategy should be implemented to improve communication and impact.

In any of these cases, if you need to verify someone is a member, then go to <https://www.tbp.org/memb/MemberLookup.cfm>. If you have issues finding someone, perhaps due to nicknames or a married name, then please contact the DoAA or HQ for help.

Please contact the DoAA with the accounts, groups, links, and profiles you create so that the alumni chapter list on the TBP website can be updated.

Convention

Each alumni chapter is highly encouraged to send a member as its chapter's voting delegate to Convention each year. This delegate may serve on a committee and discuss the business charged to that committee as well as meet other alumni chapter delegates and exchange ideas. Convention credentials are required to be submitted by June 1. The form is downloadable from www.tbp.org. (Make sure you select the Alumni Chapter form.)

At this time, the on-site expenses (registration, meals, and lodging in a double-occupancy room) for an alumni chapter voting delegate are covered by the Association. Travel expenses (airfare or mileage) are usually covered by the delegate and/or the alumni chapter. They are not covered by the Association.

After submitting Convention credentials, travel arrangements should be made. Travel plans must be submitted online usually a month before the start of Convention. This enables us to secure a room for your delegate.

Additional alumni may attend the Convention at their own expense.

The latest Convention information can be found here: <https://www.tbp.org/convention.cfm>. Any questions about attending Convention can be routed to the TBP Convention Coordinator at HQ at Sherry@tbp.org or to the DoAA.

Headquarters Contact Information

Chapters may call 1-800-TAU-BETA or email tbp@tbp.org.

The standard mailing address is as follows:

Tau Beta Pi Association
PO Box 2697
Knoxville, TN 37901-2697

The current Director of Alumni Affairs is Tricia Gomulinski. Her email is tricia@tbp.org.
Additional contact information for Headquarters can be found at <https://www.tbp.org/contact.cfm>.

Summary

How well the organization progresses and grows will largely depend on the efforts of our alumni. Engage your local alumni and get them involved. Successes can be tied back to the Membership-Leadership-Activities-Image cycle discussed in ICE. (See the Addendum: Interactive Chapter Exchange (ICE) that follows.)

As always, if you have any questions or need any help, if your chapter is spiraling downward or you can't seem to get any events planned, then contact the DoAA and contact your members. Maybe someone has time to organize an event for the chapter and get people excited. Ask for other volunteers to become chapter officers to help manage the tasks involved.

Go forth and do great work! Remember that your chapter may be the only face of Tau Beta Pi to many of our alumni. Keep communicating, and keep active!

Addendum: Interactive Chapter Exchange (ICE)



The picture above is what we call the Chapter Growth Cycle.

We all need members; otherwise, you won't get anything done. Having members increases your probability of finding good leaders to lead your chapter. Good leaders find and plan activities that interest their members and execute those activities. Hosting notable activities increases the positive image of your chapter, and a good image attracts more visibility and more members. You can see how each of these components can contribute to the operations of a good chapter.

However, it can go the other way as well, usually spiraling more quickly downward than it takes to go upward. A lack of activities can lead to a poor image and disinterested members, who then stop attending what events there may be and disengage from the chapter. A decrease in members and member motivation leads to fewer possible good leaders, and then it leaves the chapter with one person trying to keep it alive or even just sitting on the chapter Executive Committee but not doing anything. This benefits no one. Here are some potential problems to watch out for and some possible solutions to address them:

- Officers who don't lead:
 - Delegate and market the need for involvement
 - Develop roles and responsibilities for officer positions
 - Think about recruiting leaders as opposed to just members
 - Recommend that collegiate chapter(s) have an Alumni Liaison

- A lack of activities or events:
 - Have a yearly plan for members to organize events
 - Use Doodle polls for optimal availability
 - Plan social events: the zoo, happy hours, picnics, bowling, and kickball
 - Share news about the annual Convention

- Host guest speakers (with other societies)
- Host joint events with other societies
- Engage the collegiate chapters: MindSET, initiation, mixers with collegiate chapters, a mini career fair, facilitating an Engineering Futures session (Effective Presentation Skills)
- Hold a speed networking event
- Host an Installation Banquet, the initial kick-off for chapters
- Coordinate event locations: free spaces such as library meeting rooms, collegiate universities, large houses, museums, zoos, parks, etc.

Expand your membership, activities, and image in your community as much as possible. Always contact the Director of Alumni Affairs or Tau Beta Pi headquarters if you have any questions or concerns or need any help addressing any or all of these areas. We are here to help!