



# *Alumni Chapter* **HANDBOOK**

GRAND CANYON  
UNIVERSITY™

ALUMNI

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# Stay Connected to Grand Canyon University

GCU Alumni Chapters are created by alumni who want to share their Lope pride and get to know other GCU graduates. With over 100,000 alumni in our network, the GCU community is growing rapidly, with more chapters being created every year.

Alumni chapters serve as the connecting link between GCU and its alumni. Chapters can host various activities such as game-watching parties, networking events, business seminars and volunteer projects.

By joining or leading an alumni chapter in your area, you can stay connected to GCU, alumni, students and friends.





# Chapter Structure

GCU Alumni Chapters reflect the mission, purpose and spirit of GCU. Alumni chapters bring alumni together and provide a wide variety of quality events and networking opportunities. As a chapter officer or member, you are a source of information about the university as well as a local contact for GCU graduates looking to join the alumni chapter. A GCU Alumni Chapter will consist of one (1) president, one (1) vice president and chapter members that hold various positions, including an event chair and a marketing chair. There is no limit to the amount of members that can take part in a chapter.

## **CHAPTER PRESIDENT**

Being a chapter president should be a great experience! A chapter president is a dedicated volunteer who is in charge of keeping the GCU spirit and mission alive in his or her local area. You will guide and assist your group of local alumni to create events and opportunities for a wide range of chapter members to participate in. You will be the main contact for inquiries and events. You are responsible for finding and enlisting other leaders and delegating responsibilities to others within your executive team.

### ***A chapter president is committed to:***

- Connecting local alumni and the community to GCU and each other.
  - Understand and support GCU's mission, brand and desired alumni experience.
  - Communicate regularly with local alumni, chapter members and GCU.
  - Recruit new members and volunteers.
- Fostering a chapter environment and program that engages a wide range of alumni.
  - Offer diverse programming and maintain an inclusive and welcoming environment.
  - Provide a high level of service to alumni.
  - Be open to trying new things to better engage alumni.
- Leading the local chapter.
  - Enlist other leaders, share responsibility, delegate and operate with integrity and respect.
  - Include new members in the planning and implementation of chapter events and programs. This will prepare them for future leadership roles and help you with the logistics of events and meetings.
  - Overseeing an effective and efficient chapter operation.
  - Ensure your chapter events and meetings meet expectations and standards for a GCU chapter.
  - Leverage local and GCU resources to support the chapter program.

### ***Characteristics and skills of a great chapter president include:***

- A passion for GCU.
- A commitment to your GCU alumni chapter and local alumni.
- Good people skills.
- An interest in helping to build other members' leadership skills.
- Willingness to commit energy and time to your chapter.
- A positive presence in the local community.
- Energy, innovation and a willingness to try new ideas and learn new things.
- Good communication skills.
- Strong organizational skills.
- Openness to learning new technology.





## **CHAPTER VICE PRESIDENT**

The vice president shall fulfill the duties of the president in case of his/her absence or disability. The vice president helps the chapter president with chapter events, planning and activities. The vice president is a dedicated volunteer that fills the president's position in an emergency and/or if the president decides to step down.

### ***A chapter vice president is committed to:***

- Perform the duties of the president when he or she is absent.
- Assist the president and members at chapter events in order to become familiar with and promote all chapter operations.
- Help the chapter president lead the local chapter.
- Succeed the president.

## **EVENT CHAIR**

This chapter member is in charge of planning and coordinating events, materials and locations. The event chair is responsible for making sure the annual calendar of events is planned and the Office of Alumni Relations has that calendar in order to plan accordingly.

### ***The event chair is committed to:***

- Planning the kick-off event.
- Planning at least four events a year.
- Providing the Office of Alumni Relations with the proposed calendar of events once your chapter has solidified dates, locations and times.
- Keeping the Office of Alumni Relations informed of events and promotional items needed at least 6-8 weeks in advance.

## **MARKETING CHAIR**

This chapter member will post on the chapter Facebook page regarding upcoming events. If the chapter needs assistance with learning how to use Facebook, please contact the Office of Alumni Relations to set up training.

### ***The marketing chair is committed to:***

- Going through a training process on how to use the chapter's Facebook page.
- Posting events and meetings on the Facebook page.
- Ensuring all posts have been checked for proper grammar, spelling and punctuation.
- Using approved photos and our official logo. All photos and logos used on the Facebook page must come from the Office of Alumni Relations.
- Using Facebook Events to track RSVP responses.

## **MEMBERS**

The chapter president and members of the chapter are responsible for planning and hosting events. All events must be submitted to the Office of Alumni Relations 6-8 weeks in advance. For new chapters, a preliminary six-month calendar explaining at least three events they are expecting to hold must be communicated to the Alumni Office.

### ***All members are committed to:***

- Staying involved with your GCU Alumni Chapter.
- Promoting the mission and spirit of GCU.
- Helping the chapter president and executive team with the launch of events and promotions.
- Helping out with check-in or other tasks at chapter events.

# Chapter Checklist

## ***Chapters need to do the following:***

- ☐ [Submit names of event attendees](#) and contact cards to the Office of Alumni Relations.
- ☐ Use official GCU logos on any chapter materials you are distributing within your chapter.
- ☐ Notify Alumni Relations 6-8 weeks prior to an event if you need marketing materials.
- ☐ Hold chapter meetings to discuss events and promotion of events.
- ☐ Promote GCU programs or events in your area.
- ☐ Hold various events for a broad range of local alumni interests.
- ☐ Use your dedicated chapter website hosted through GCU.
- ☐ Add chapter events and meetings to your Facebook page.
- ☐ Proactively maintain phone and email contact with the Office of Alumni Relations.
- ☐ Provide the Office of Alumni Relations with chapter members' contact information.
- ☐ Stay up-to-date with GCU by subscribing to the monthly [alumni e-newsletter](#).
- ☐ Promote the GCU alumni [Facebook](#), [Twitter](#), [Google Plus](#) and [LinkedIn](#) social networks.
- ☐ Encourage members and participants to follow us on social networks for updates and announcements regarding alumni and GCU.

## ***Chapters also need to submit annually:***

- ☐ List of events held during previous year.
- ☐ List of events and goals for the upcoming year.

## **SUPPORT FROM GCU**

The GCU Office of Alumni Relations will provide you with quality services and support.

## ***We will provide the following:***

- Free broadcast email service and marketing materials with 6-8 weeks advance notice.
- Chapter webpage on the GCU Alumni website.
- Free promotional materials and ongoing quarterly replenishment of swag based on number of chapter members.
- Branded Facebook page and training for marketing chair to keep it maintained.
- GCU alumni area demographic data.
- Chapter handbook.
- GCU logo materials.
- Coordination and support for chapter.
- Free list-pulling services.



# Starting a New Chapter

A minimum of 200 alumni with good addresses must live within a 50-mile radius of the area petitioning to become an active chapter. Contact the Office of Alumni Relations to see if your area meets these requirements. If your area is approved, you will be asked to fill out the [new chapter proposal form](#) to see if your area meets these requirements.

The Office of Alumni Relations will call all interested leaders and discuss requirements of starting a new chapter. After the call, the new leadership team will be required to set up a meeting to create the chapter's mission statement, leadership structure and preliminary six-month event calendar. Once this information has been sent to the Office of Alumni Relations, the Alumni Office will coordinate a time to review the next steps in creating and promoting the new chapter.

The alumni chapter will plan the first kick-off event and will work with the Office of Alumni Relations to assist with the promotion of events and funding. The chapter must have at least three well-attended events over a six-month period to continue as an active chapter.

## LEADERSHIP STRUCTURE AND MISSION STATEMENT

After the initial conference call with the Office of Alumni Relations, you will be directed to meet with others that have also expressed an interest in leading the chapter. You will decide amongst the group who will be the chapter president, vice president, marketing and event chairs. You will then create a mission statement and send over your leadership structure and mission statement, along with your six-month calendar to the Office of Alumni Relations.

## EVENT CALENDAR

New chapters will propose a preliminary six-month calendar explaining at least three events they are expecting to attend or hold. This will need to be submitted after the first initial meeting with your leadership team. This calendar needs to be turned into the Office of Alumni Relations to be reviewed for approval and must include the following:

- Event names
- Proposed dates
- Locations of events
- Budget with estimated expenses

## APPROVAL

Once the leadership structure, mission statement and event calendar have been submitted and approved by the Office of Alumni Relations, the office will set up another conference call to go over the proposed items, discuss expectations and the next steps for moving forward with your new chapter.

## KICK-OFF EVENT

We suggest you keep your first event simple, inexpensive and most of all, fun! Many chapters have started out with happy hour events, BBQs or game-watching parties. The Office of Alumni Relations will help sponsor and promote your first event. We recommend that you have name tags to help people get to know each other, use a registration sheet and encourage people to fill out the contact cards to help keep our office up-to-date. The Office of Alumni Relations will provide support and communicate what is needed.

## WEBSITE

Everything you need to know about the Office of Alumni Relations can be found at [gcu.edu/alumni](http://gcu.edu/alumni). Information from this handbook can be found there, along with forms, announcements, contact information and links to university resources.



# *Basics for New Chapter Leaders*

## **FIND YOUR EVENT REGISTRATIONS**

All event registrations will go through the event registration web form provided by Alumni Relations. This is where all local alums go to RSVP for an upcoming event or chapter meeting.

## **KNOW YOUR GCU ALUMNI**

How does someone become a GCU alum? The answer is short and sweet! We are not an alumni association: All graduates of GCU are automatically welcomed into the GCU alumni family, no membership fees or dues.

## **KEEP IN TOUCH**

The Office of Alumni Relations is your gateway to information and resources. Let us know about any changes or additions to your chapter or any issues you may be having. We can help provide guidance and support.

## **EVENT PLANNING**

If you have an upcoming event and need materials, swag or help promoting it, contact Alumni Relations to get started on the planning process.

## **READ THE HANDBOOK**

This handbook has a wealth of information about planning events, the steps to creating a chapter in your area and checklists once you get going.

## **KNOW THE CHAPTER EXPECTATIONS**

In this handbook, you will find basic expectations for all GCU alumni chapters. These expectations were created to help keep your local alumni engaged and active.

## **DON'T GET BURNED OUT!**

Even the most enthusiastic chapter president may get tired of being in charge all the time. Make sure you don't get burned out! If there aren't enough people to organize events, consider cutting back on the number of events or delegating responsibilities to reliable chapter members.





# Event Planning Guide

It can be a little overwhelming to think about planning a chapter event. However, recent alumni research shows that grads want new and unique events. So you can't just pull out last year's to-do list and expect success. You have to step back and think strategically about your event line-up.

Certain chapter events may require all attendees to sign a waiver. These events may involve physical activity or an enhanced level of risk or liability. To determine if your event requires an attendee waiver, please contact the Office of Alumni Relations.

## **Examples of events that may need a waiver are:**

- Physical activity: Events may include hiking, paint balling, white water rafting, etc.
- Transportation: If your chapter is hosting an event where you're in charge of any kind of transportation, whether it's bus rentals, carpooling or a boat.

**When in doubt about an event please contact the Office of Alumni Relations.**

## **EVENT LEAD TIME**

All chapters need to contact Alumni Relations 6-8 weeks before an event will take place.

When requesting an event, please include the following:

- Event name.
- Location of event.
- Type of event, i.e. sporting event, community service, networking, etc.
- Proposed date.
- Budget with estimated expenses.

## **EVENTS TO CONSIDER**

We encourage you to plan events that you think would do well in your area.

### **Here are some events to consider:**

- GCU sporting events or viewing parties.
- Professional sporting events.
- Hosting a seminar with speakers to discuss various topics.
- Community service projects.
- Tailgate events at a GCU basketball game.
- Networking event at a local restaurant.
- Attending a theatre production.

## **EVENT PLANNING TIPS**

**Sustain the Event:** Hospitality doesn't stop at the door. Don't plan for just a big bang at the beginning. Focus on keeping guests through the entire event and sending them home on a positive note.

**Keep Remarks Concise.** Effective presentations are to the point. You'll lose interest when individuals speak for too long on a single topic.

**Respect People's Time.** Running over the allotted time is not a polite way to treat your guests. They'll leave with a negative impression and may not come back.

**Create an Ambiance.** Lighting, acoustics and background music all contribute to the mood of your event.

**Don't Serve Bad Food.** Ask for a list of former clients and to sample dishes, if possible.

**Pay Attention to Detail.** Having a good strategy and game plan for your event will make it go more smoothly.

**Give Your Event a Fun Name.** What you call an event can either attract or deter potential attendees.

**Look at the Big Picture.** Match the event format, style and presentation to speaker/topic/venue.

**Vary Your Events.** Local alumni are interested in a variety of events.



**Choose the Right Ice Breaker.** Consider the event (e.g., tone, audience) and choose an ice breaker that suits the occasion. Alumni want to be engaged socially, intellectually and professionally.

**Remember What Defines Success.** Numbers are not the sole measure of an event's success. If an event involves a small group who become highly engaged, then that can be considered a successful event.

**Create a Welcoming Environment.** If new attendees don't feel connected right away, then they are not likely to return to future events.

**Keep it Family-Friendly.** Events for the whole family have a great response with local alumni. People with children want an event that will keep the youngsters occupied. Events like a trip to the State Fair or a local park will allow parents to attend.



# Event-Specific Planning Tips

## ATHLETIC EVENTS

When scouting a location to watch the big game, make arrangements with the establishment to be sure they will show the game and that there will be sound. Ask if you can put up GCU decorations and if there is a separate or private room for your group.

### *Other things to consider:*

- Think about assigning someone to greet people and get them talking to each other.
- Look at your budget to see if you will provide food, if you will charge for food at the event or if everyone is on their own.
- Have contact cards available for members to update their information.
- Promote upcoming chapter events.
- Have general GCU info on-hand.

### *You can also consider other athletic events besides watching the big game! Consider:*

- City recreation or intramural sports teams.
- Family Olympics (games for young kids, lawn game challenges, etc.).
- Bowling or skate night.
- Attend a GCU sports event in your area. Check out [gculopes.com](http://gculopes.com) for sports schedules.

## COMMUNITY SERVICE EVENTS

People love getting involved and helping out the community! Whether you want to work with a national program or a local one, here are several ideas that can be rewarding:

- Sign up as a group for a local walk or charity run.
- Hold a community clean-up day.
- Work with a local non-profit.
- Host a food drive.
- Host a game night or quiz tournament.
- Host a blood drive.
- Attend a local music festival.
- Reserve a ticket block for a concert or play.

## SOCIAL EVENTS

Happy hour get-togethers can be a great way for alumni to connect! Contact restaurants to see if they will have specials or if they are willing to offer your group a special. If there is alcohol served at an event, encourage responsible drinking.

## BUSINESS NETWORKING EVENTS

GCU alumni express great interest in professional development and networking events. They want to learn how to network, have access to career resources and find out how to conduct a job search or career transition.

### *Here are some tips to help you put one together in your area:*

**Start Small.** Don't try to do too much in one event. Either build an event around one high-profile person or have a panel discussion, but don't try to do both!

**Consider Content.** Think about what industries and career areas would be of interest to local alums.

**Discuss Networking.** In addition to industry-specific information, people want practical advice about how to network effectively. Have your speakers say a few words about networking. Consider adding a bit of structure to open networking times by assigning different areas of the room to different industries or topics.

**Find Space.** Identify alumni who could potentially offer meeting space at their offices at no charge. Ask others who might be willing to donate refreshments.



**Create an Attendee List.** When people RSVP to the Facebook event, ask them to provide their industry, business, title, email address and phone number. Then, compile a list and distribute to everyone at the registration table.

**Put Together a Program.** Make sure it includes the schedule and information on any featured speakers or panelists. Having a good moderator can ensure your Q&A session runs smoothly.

**Find a Partner.** Some chapters have found it useful to partner with other area alumni chapters or local businesses to sponsor a networking event.

**PROGRAM EXAMPLE:**

7:30–8:15 a.m.	Open Networking, Breakfast and Sign-In
8:30 a.m.	Speaker Introduction by Chapter Organizers
8:45–9:15 a.m.	Speakers
9:15–10 a.m.	Q&A and Open Networking with GCU Alumni Professionals

***\*If you need promotional items for your event, please contact Alumni Relations 6-8 weeks before your event.***



# General Event Planning Timeline

## 8 WEEKS OUT

- ☐ Conceptualize the event. Determine the scope, purpose and name of the event/program.
- ☐ Identify potential dates and locations for event.
- ☐ Determine target audience (young alumni, families, non-alums, etc.).
- ☐ Identify potential risk management issues.
- ☐ Determine event flow.
- ☐ Develop the event budget.
- ☐ Determine number of members and volunteers needed to plan and work event.
- ☐ Start logistical and supply considerations.
- ☐ Identify potential partners for event (other alumni groups or community organizations).
- ☐ Contact the GCU Office of Alumni Relations with ideas and details.

## 6-8 WEEKS OUT

- ☐ Finalize date, time and location (and speaker/entertainment, if applicable).
- ☐ Add event to your chapter Facebook calendar.

## 5 WEEKS OUT

- ☐ Confirm menus, room setups and supplies.
- ☐ Recruit chapter members to help with event setup.
- ☐ Post about the upcoming event on your chapter Facebook page.

## 4 WEEKS OUT

- ☐ Alumni Office email marketing/communication begins.

## 3 WEEKS OUT

- ☐ Establish method to measure attendance/participation and capture contact information from the chapter Facebook page.
- ☐ Meet with chapter members if needed.

## 1 WEEK OUT

- ☐ Confirm numbers with venue or catering staff.

## DAY OF

- ☐ Arrive on-site one hour prior to event.
- ☐ Check in with facility personnel.
- ☐ Direct chapter members.
- ☐ Oversee setup, decorations, check-in, etc.

## POST-EVENT WRAP-UP

- ☐ Recognize everyone who has helped before, during and after the event.
- ☐ Evaluate what worked, what didn't and what lessons were learned for next event.
- ☐ Provide attendee list to GCU as well as the contact cards so involvement can be tracked and utilized for future outreach.





# Chapter Event Funding

The Office of Alumni Relations wants to help make your alumni chapter successful by providing support for approved events. The chapter's first kick-off event will be eligible to be financially sponsored by the alumni office up to a pre-approved amount based on attendance. Subsequent chapter events may qualify for partial funding on a quarterly basis as subject to approval and budget by the alumni office.

Financial assistance provided by the alumni office will be available in the form of individual chapter leader reimbursements following the event. In order to request reimbursement of pre-approved funds, the chapter leader is required to follow the reimbursement process as detailed below.

## **Reimbursement Process:**

- Individuals seeking reimbursement will need to be setup in our GCU accounting system in order to receive payment.
- Fill out a TYPED [W-9 form](#). Print, sign, scan and send to [alumni@gcu.edu](mailto:alumni@gcu.edu). This form is for internal purposes only, in order to reimburse you.

**NOTE: You will not be taxed on any reimbursed chapter expenses.**

## **Event Funding Steps and Documentation**

- All approved event costs will need to be paid for by a dedicated chapter leader.
- Complete [Online Chapter Expense Report](#). Please include:
  - Scanned copies of itemized event receipts
  - [Attendee list](#)
  - Event summary
  - Photos of the event



# Succession Planning

If one of your chapter members stepped down today, who would fill their shoes? Succession planning is an ongoing process of systematically identifying, assessing and developing talent to ensure leadership continuity for all key positions in an organization. It is vital to the long-term success of your chapter. Think of succession planning as a compass for your chapter to follow on a path through the future.

Guidelines for implementing a succession plan fall into three main areas: recruiting new chapter members, developing and training new chapter members and incorporating succession measures into the chapter leadership structure.

## ***Below are some tips to get you started:***

- Put your succession plan in writing — it should be a document for future leaders to follow.
- The chapter vice president is the chapter president if the president decides to step down from their position, or could fill the position in an emergency.
- Establish an emergency plan. Determine in advance what will happen if a key leader must suddenly step down.
- Develop clear job descriptions and evaluations for different leadership positions so your members know what is expected.
- Rotate leadership positions on a regular basis to ensure that new talent has a chance to emerge.

# Updating Alumni Records

Chapter members may ask you how to change their address or update their information with the Office of Alumni Relations. It's easy! All they have to do is one of the following:

- Go to [gcu.edu/alumni](http://gcu.edu/alumni) and update it in the update your information tab.
- Email [alumni@gcu.edu](mailto:alumni@gcu.edu) with their new information.
- Call the GCU Alumni Office at 602-639-6415 and the office can make the changes.
- Fill out a contact card and the chapter president will send the updates to the Office of Alumni Relations.

Remind chapter members to provide as much information as possible so that we make sure the proper record is updated. If an alum sends you an email with updated contact information, please forward the email to [alumni@gcu.edu](mailto:alumni@gcu.edu)

If you want to send an update to the Office of Alumni Relations, please include as much data as possible.



# Emailing Alumni

## REPLYING AND REACHING OUT

***Below are some simple guidelines you can follow whenever you're communicating on behalf of your chapter:***

- Make your subject line short and sweet (35 characters or fewer) with a call to action, if applicable. Clever phrases may be caught in spam filters.
- Introduce the message on a good note. A simple "Thank you for your interest," "Thank you for reaching out," or "I trust this note finds you well," introduces a welcoming tone.
- Answer all questions in the email and anticipate other questions.
- Keep it sweet and simple.
- If a response is needed, make it clear.
- Sign off cordially and warmly.
- Use a signature including your name, chapter leadership position, alumni office or chapter contact information and the chapter Facebook page link.



# Marketing and Communications

## USING THE CHAPTER FACEBOOK PAGE

The Office of Alumni Relations will provide the dedicated marketing chair of the chapter the link to the Facebook page as well as admin permissions to post photos, events and information. We will also provide a branded header and the official GCU Alumni logo; this should not change unless approved by the Alumni Office. The chapter Facebook page should be a tool to help connect with local alumni and provide information on all upcoming events and meetings.

In any email communications within your chapter, include the link to the chapter Facebook page and make sure all members “Like” the page. Be sure to keep your posts short and sweet and ensure all spelling and grammar is correct. The main GCU Alumni Facebook page will also help promote your chapter Facebook page and the events your chapter will be holding. If your dedicated marketing chair needs training on how to use Facebook, contact the Office of Alumni Relations to set up a training at 602-639-7708.

## GRAPHIC AND BRANDING STANDARDS

GCU takes great pride in our graphic and branding standards. As an official alumni chapter, you are able to use the GCU alumni logo and any other requested images that we can create for you. Your chapter must only use the logo that the Office of Alumni Relations sends you. Any logos or photos we send must stay in the size limitations sent. If you need a different size, please let us know and we will create a new size for you.

## TAKE PHOTOS

Small, low-resolution images are fine for the web, but if you want your photos to be usable in a printed piece like a brochure or poster, then you need to adjust your camera settings to take high-resolution photos.

All digital cameras have an option in their settings for photo size or quality. Explore your camera settings and choose one that will give you larger, high-res photos. Some cameras will list them as small, medium and large. Other cameras will give you size options such as 300x300 or 1200x1200.

Pick out your best shots and email photos to us at [alumni@gcu.edu](mailto:alumni@gcu.edu). Be sure to include your name, the event name, date, names of individuals in photos, if possible, or other pertinent information. We like to caption photos, too, and your info will help tell the story.

## TOP FIVE TIPS TO BETTER PHOTOS

1. **Get Closer.** Most people have way too much background space in their photos. The best photos are about faces, not about bodies, so when you take a picture of a person, zoom in so that the face is 25% of the shot. That said, also include shots that provide context. For example, at a basketball tailgate, include a sign, banner, balloons or an alum in their GCU Lopes shirt!
2. **Take More Shots.** Digital is cheap. When you might normally take one picture, take two or three. You'll find that one inevitably will be blurry or someone is blinking. Take a second shot to make sure.
3. **Backlight!** Make sure that however you take a picture, the main source of light is mostly behind you. If it is behind the subject, the camera won't be able to see the details and the subject will be too dark.
4. **Get Candid Shots.** People standing around can be boring. Have subjects move around. Have them look away from the camera. Great shots aren't all about smiles and saying cheese.
5. **Move Around.** The photographer should move around a little. Get low. Get high.



# Confidentiality

Alumni chapter members may be provided with alumni contact information throughout their time as a chapter member or chapter leader. This information is confidential and may not be used for any other purposes other than for the alumni chapter itself. Use of alumni contact information for commercial or personal purposes is strictly prohibited. Abuse of alumni contact information may result in immediate removal from the chapter leadership team.

## Alcohol Policy

The Office of Alumni Relations supports the position the university has taken with respect to creating an environment that reduces or eliminates the adverse consequences of alcohol misuse. Alcohol is prohibited at any on-campus events located on or within the GCU campus. The purpose of this policy is to maximize safety and minimize the opportunity for liability that the university, university staff, volunteers and/or the alumni office may encounter should an accident occur at an off-campus alumni event.

Staff and chapter members must understand that the best protection against tragedy and legal liability is to use care and discretion in planning events.

***The following considerations should be used when planning events:***

- Social activities at which the consumption of alcohol is the primary activity are not permitted.
- Food must be provided or available for purchase at events in which alcohol is being served.
- Non-alcoholic beverages must also be offered at events.
- Alcoholic beverages should not be served to minors, individuals who arrive intoxicated or individuals who become intoxicated at the event.
- Alcoholic beverages must be served by a qualified third-party alcohol server.
- Alcoholic beverages must not be served "self-service" style or by any other uncontrolled means.
- Alcoholic beverages must not be offered in a manner that promotes them as "free" or "without cost."
- Alcoholic beverages must not be served by any chapter member or GCU alumni staff person.

If an instance should arise where a guest has consumed too much alcohol, staff and/or volunteers should notify the manager of the facility and ask them to handle the situation.





# Frequently Asked Questions

## ***How do you become a member of the GCU alumni?***

All graduates are automatically considered GCU alumni members—no membership fees or dues! If someone asks how to get more involved, they can contact us at 602-639-6415 or [alumni@gcu.edu](mailto:alumni@gcu.edu). You can also have them visit our website at [gcu.edu/alumni](http://gcu.edu/alumni)

## ***Does the Office of Alumni Relations offer scholarship opportunities for alums continuing their education at GCU?***

GCU offers scholarship opportunities for alumni continuing their education at GCU. For more information, visit [gcu.edu/alumnischolarships](http://gcu.edu/alumnischolarships)

## ***How does information get updated in the online database?***

The Office of Alumni Relations is the official alumni record keeper. Updates made using the online form are saved and updated within a 48-hour time period. All other updates collected through email, mail or phone are updated on a daily basis.

## ***Who do I contact if I have questions regarding alumni or the chapter program?***

Email [alumni@gcu.edu](mailto:alumni@gcu.edu) or give us a call at 602-639-6415.

## ***What if I get a reply to an email asking for someone to be removed from the local chapter email list?***

Send any unsubscribes to [alumni@gcu.edu](mailto:alumni@gcu.edu) or have them fill out the [email preference center form](#).

# Important Websites and Contact Information

- Alumni main page: [gcu.edu/Alumni](http://gcu.edu/Alumni)
- Update your information: [gcu.edu/Alumni/Update-Your-Information.php](http://gcu.edu/Alumni/Update-Your-Information.php)
- Alumni chapters page (where to join a chapter): [gcu.edu/AlumniChapters](http://gcu.edu/AlumniChapters)
- Alumni benefits page: <http://alumni.gcu.edu/alumni-resources.php>
- Alumni e-newsletter: [gcu.edu/Alumni/About-Alumni-Relations/Alumni-e-Newsletter.php](http://gcu.edu/Alumni/About-Alumni-Relations/Alumni-e-Newsletter.php)
- Alumni e-newsletter subscription: [gcu.edu/Alumni-e-Newsletter.php](http://gcu.edu/Alumni-e-Newsletter.php)
- Alumni news: [news.gcu.edu/category/alumni/](http://news.gcu.edu/category/alumni/)
- GCU Alumni Facebook Page: [facebook.com/GCUAlumni](https://facebook.com/GCUAlumni)
- GCU Alumni Twitter: [twitter.com/GCUAlumni](https://twitter.com/GCUAlumni)
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