

GUIDELINES FOR FUNDING REGIONAL ALUMNAE ORGANIZED EVENTS

August 13, 2004

The Simmons School of Management Alumnae Association encourages alumnae to network in their regions. To support this and to maximize the number of events that occur, the SOMAA general practice is to offer a financial subsidy (rather than underwriting the entire cost) of Alumnae organized events. However, the SOMAA is willing to *fully* underwrite the cost of regional “kick-off” events - the first event in any region to bring local alumnae together.

Event Subsidy

Funding from the SOMAA board is capped at \$500 per event. With matching funds available from the ODAR, an event can be funded up to \$1000.

Fees To Offset Costs

For subsidized events, as a general rule we'll expect each alumna to pay a fee of some amount to attend, typically in the range of \$25. The amount may vary depending on the type of event and venue. The intent is to offset the cost of the event, and to gain commitment, thereby minimizing the number of participants who register to attend but then do not show up.

Key Geographical Areas

As part of our strategic partnership with the SOM, we prioritize funds to support the key geographical areas established by the SOM for alumnae outreach and admissions recruiting. These regions are: NYC, Chicago, Northern CA, and DC.

Co-Ordination with SOM Faculty/Staff Visits to your Area

Whenever possible coordinate AA events to coincide with faculty or staff visits to your region and invite faculty or staff to the event. This provides an opportunity to highlight the high caliber of the SOM faculty and staff as well as the activities taking place at the school.

Co-Ordination with SOM Admissions

Alumnae organized events are an excellent way to market the SOM. Include the SOM Admissions office in your event planning. This provides an opportunity to sponsor even larger events, since it provides another SOM department to share costs with,

Application Process

Prepare a proposal describing your goals, how many alumnae are in your area, the details of your event, who from the SOM Faculty, Staff and Admissions is invited, an estimate of the total cost and the fee you plan to charge. Be sure to include your contact information and the names of any other SOM Alumnae helping with the event. Submit this to the SOM Office of Development and Alumnae Relations, who will ensure that it gets to the SOMAA Board for review. Applications will be reviewed at monthly Board meetings and notice of approval provided directly following the next board meeting,

Post Event Feedback

After the event, you are asked provide the SOMAA board with a summary of activities. Include the number of attendees and whether the goal of the event was accomplished.

Submit this to the Office of Development and Alumnae Relations who will direct it to the SOMAA Board