



Chapter Handbook

Table of Contents

I.	Introduction	
A.	Welcome	3
II.	Alumni Chapter Organizational Information	
A.	Alumni Chapter Purpose	5
B.	Chapter Policies and Procedures	6
	• Chapter Recognition Requirements	8
	• Chapter Maintenance Requirements	10
	• Legal Issues	12
	• Chapter Reimbursement/Payment Process	13
	• Chapter Suspension and Dissolution	15
	• Chapter Joint Funded Scholarship Program	17
C.	Sample Chapter Bylaws	18
D.	Sample Chapter Agreement	21
E.	Special Event and Meeting Planning	22
F.	Forms	
	• Chapter Request Form	37
	• Chapter Reimbursement/Payment Form	38
	• Authorized Signature Form	39
	• Chapter Event Report	40
	• Chapter Joint Funded Scholarship Program Participation Form	41
G.	Chapter President Directory	42
III.	The Alumni Association	
A.	Organizational Chart	44
B.	Strategic Plan	45
C.	Alumni Association Bylaws	57
D.	Board of Directors Directory	74

Introduction

Dear Alumni Chapter President:

On behalf of the Board of Directors of the Fresno State Alumni Association, thank you for your service to your alma mater and to your alumni chapter. We know that free time for volunteer service is oftentimes limited and we value your loyalty and support.

The Alumni Association recognizes that an alumnus is most likely to be interested in and loyal to the school/college, academic department he or she studied in or the organizations he or she belonged to as a student. Through chapters, we have structured the Association to provide communication, affiliation, and funding mechanisms to facilitate connections to the university within a primary interest group. Official chapter affiliation with the Alumni Association comes with many advantages and privileges, including but not limited to:

- Funding support through dues revenue and programmatic underwriting
- Database Support
- Membership Acquisition and Fulfillment Services
- Accounting and Financial Services

This handbook will help you to better understand our mission, expectations and the advantages of chapter affiliation. Together we pledge to help Fresno State become a more superlative university. More importantly, it provides suggestions as to how we can better connect Fresno State Alumni with one another and to the University. Again, thank you for your commitment.

With Bulldog Pride,

Jacquelyn K. Glasener, MA '02
Executive Director

Alumni Chapter Organizational Information

Alumni Chapter Purpose

Chapters are formed primarily because alumni have a fondness for Fresno State and want to enhance their relationship with the university and all that it represents. They want to maintain a direct link with the university and remain a vital part of its future. Alumni also enjoy getting to know other Fresno State alumni and friends within their community and enjoy sharing their experiences and the great Fresno State tradition.

In order for the goals, objectives and the programs of the Fresno State Alumni Association (FSAA) to be successful, there must be unity and organization at the local level. These objectives and programs must be realized in the cities and states where Fresno State alumni and friends live. FSAA's overall success will reflect the aggregate effect of these alumni bodies.

There are three main categories of alumni chapters – geographic, academic and special interest.

- **Geographic** chapters are for all alumni and friends of Fresno State in a specific locale.
- An **academic** chapter is composed of alumni that graduated from a specific discipline; for example, business, music, etc.
- **Special interest** chapters bring together individuals with common interests of backgrounds, such as band alumni or African American alumni.

These alumni chapters sponsor programs, workshops, reunions and activities for their constituents. No chapter will progress beyond its infancy unless it offers an overall program of interest and value to its members and to the university. Like the members who compose it, each alumni chapter will have its own personality and interests. As a result, the programs of different chapters will seldom follow set patterns.

Therefore, the purpose of the local alumni chapter is to encourage the organized effort of its members to be more knowledgeable and active in the life of Fresno State. It is the most effective way known to enhance mutual benefit to the alumni, the community, and the university. A chapter that is formed with a basic purpose in mind, and a series of programs that will accomplish this purpose, brings a sense of pride to its members and the university.

Chapter Policies and Procedures

Adopted October 18, 1989

Revised January 1, 1999

Revised February 14, 2002

Revised April 10, 2003

A chapter is a group of Fresno State Alumni or Friends that have formed a bond around an academic school, geographic area or special interest and, with the approval of FSAA, have made a commitment to maintain the requirements for chapter recognition as described in these policies and procedures.

The purpose of chapter recognition is to ensure that chapter members have ongoing access to the services, benefits and support provided through the FSAA. In turn, this strengthens the alumni community and its relationship with the university for the purpose of membership benefits and university-wide services. Chapters engage their members in sharing and participating in the intellectual, cultural and athletic life of the university, and work to enhance and enrich the scholarly and cultural resources of the FSAA.

Once officially recognized as a chapter of the FSAA, chapters must adhere to the following:

1. All cash management, disbursement, and accounting services shall be handled through the FSAA. The chapter does not have the authority to develop its own separate bank accounts without the written approval of the Finance Committee of the FSAA.
2. All requests for fundraising over \$1,000 shall be approved in advance in writing by the Executive Director of the FSAA and the Office of University Advancement.
3. Monetary and gift-in-kind donations must flow thru the FSAA office for deposit into the appropriate account and for university reporting and acknowledgement.
4. All promotional materials bearing the Chapter's name (i.e. brochures, invitations, clothing, etc.) must be approved by the FSAA Staff Chapter Liaison.

Once officially recognized as a chapter of the FSAA, chapters are provided with the following:

1. Inclusion in FSAA membership solicitation, marketing, mailing and meeting programs.
2. Shared experience and expertise with alumni representatives locally, statewide and nationally.
3. Co-sponsored programming with other university units and auxiliary associations.
4. Current student input through the Associated Students representative.

5. Staff assistance in producing, labeling and mailing of membership material, and planning and implementing events.
6. Inclusion in any alumni publications.
7. Maintenance and upgrades of membership information on the alumni database. Membership information/list retrieval from the database will also be provided. All records are confidential and are not to be used for any commercial purpose.
8. Availability of non-profit, tax exempt status, 501(c)(3).
9. Overall general liability insurance coverage.
10. Financial assistance, as needed, to newly organized chapters to assist with the chapter's establishment and growth. This financial assistance will be available for up to one year from the effective date of the Chapter Agreement and shall not exceed \$1.00 per potential member of the chapter. A potential member is defined as:
 - A. An alumnus or friend who has had an affiliation with the university units served by the chapter; and
 - B. An alumnus or friend with a valid, "mailable" address on file with the university.These funds are to be used for the development of the chapter through membership mailings, events and fundraisers. To obtain financial assistance, the chapter must submit its request in writing to the FSAA office, outlining the funds needed and how they will be spent. The Alliances and Finance Committees will approve all requests for chapter financial assistance.
11. Management of the Scholarship Trust Fund by the FSAA.
12. Preparation and submission of all required tax documents and external audits.
13. Maintenance of a list of volunteers that can be called upon as needed.
14. A quarterly financial statement. (Requests will be accepted in writing for chapters to receive monthly statements. The president or treasurer of said chapter should make such requests.)

Chapter Recognition Requirements

To be recognized as an official alumni chapter, constituent groups seeking this status must complete an application for chapter recognition and receive approval from the FSAA. All applicants for chapter recognition are to be forwarded to the FSAA and reviewed by the Alliances Committee. Upon recommendation by this committee and approval by a majority vote of the FSAA Board of Directors, chapter recognition will be granted.

Applications for chapter recognition shall meet the following requirements and include the following information:

1. **Membership:** A minimum number of 20 members, or some lesser number as approved by the Alliances Committee, shall be required to retain active chapter recognition by the FSAA. All graduates, friends, and faculty of the geographic, academic, or special interest group are eligible for membership. Qualifications of active membership in the chapter are:
 - A current member of the FSAA.
 - Does not have to be a graduate of Fresno State to be a member of the FSAA.
 - Any member of the FSAA is eligible to be a member of a chapter.
 - FSAA members can be members of more than one chapter.
2. **Governing Body:** The minimum number of executive officers for the chapter shall include: President, Vice President, Secretary and Treasurer. The position of Secretary and Treasurer may be combined. In addition, the dean/department chair shall be designated as an ex-officio officer voting or non-voting. Where no dean/department chair is applicable, a staff member of the FSAA will be appointed as the ex-officio officer voting or non-voting.
3. **Bylaws:** A document of the governing rules of the chapter must be submitted for review and approval. The Bylaws shall contain:

Chapter Name
Statement of Purpose
Membership
Dues (if applicable)
Nominations and Elections
Officers
Duties of Officers
Committees
Meetings
Dissolution
Amendment Clauses

4. **Chapter Agreement:** The chapter president and the treasurer shall sign a Chapter Agreement. This acknowledges that the chapter accepts responsibility for compliance

with the FSAA Chapter Policies and Procedures, Chapter Maintenance Requirements and all other applicable university policies.

5. **Statement of Acknowledgement:** A Statement of Acknowledgement will be required from the Dean, Department Chair or head of the administrative unit, which will be served by the chapter.
6. **Dues:** To be an active member of a chapter each person must be a current dues-paying member of the FSAA.

A sample of chapter by-laws, chapter agreement, and statement of acknowledgement are included in this handbook.

Chapter Maintenance Requirements

In order to maintain good standing as an active chapter with the FSAA, all recognized chapters shall adhere to the following maintenance requirements:

1. **Membership:** Maintain a minimum number of 20 members, or some lesser number as approved by the Alliances Committee.
2. **Meetings:** Schedule and conduct regularly scheduled meetings. Agendas and minutes of such meetings should be forwarded to the FSAA office as promptly as possible when they are available.
3. **Annual Budget Goals and Planned Events:** By June 1 of each year, prepare a plan for the coming school year's activities (July through June). This plan should include a list of goals that the chapter hopes to achieve and the planned events for the coming year. A revenue and expense budget should also be prepared to identify the financial needs of the chapter for the next year. Once completed, these should be forwarded to the Alliances Committee for review and filing with the FSAA. These will be used to help with obtaining funds and support from the FSAA for the chapter's activities.
4. **Finances:** All incoming revenue from chapter dues, programs and events will be processed by the FSAA. Chapter expenses will be processed through the FSAA for payment.
5. **Programs:** Hold one event per year that promotes the goals and objectives of the chapter. The Alliances Committee and the FSAA will provide assistance to chapters, as needed, for all scheduled events. Following the event, a summary should be completed and forwarded to the FSAA so as to include the event results in the FSAA membership communications. All chapter events shall be held in a manner, which is consistent with the overall goals and objectives of the FSAA and the University.
 - a. **Promote membership in the FSAA at all events and activities.** The chapter shall conduct itself in a manner consistent with the goals, objectives and standards of Fresno State, and the FSAA.
6. **Officers and Elections:** Conduct elections of the governing body to be voted upon by all active members of the chapter. Following the election of new officers or changes in the board, the group must promptly file an updated board list with the FSAA. Each chapter must review its bylaws annually to ensure its operations are in compliance with the bylaws and the standards established by the FSAA. If a chapter makes any changes to its bylaws, the revised document must be filed promptly with the FSAA.
7. **Fundraising:** Fundraising campaigns proposed by the alumni chapter shall be approved in advance in writing by the FSAA and by the campus president or designee as provided in campus policy. Solicitation of membership dues does not require such advanced

approval and is not a fundraising activity according to Article 15 of the California Code of Regulations.

8. **Annual Renewal and Review: Regardless of the original recognition date, all chapters will come up for review at the beginning of the following fiscal year. All chapter review materials must be submitted by June 1.**

The Alliances Committee will review each chapter annually to ensure that the Chapter Maintenance Requirements are being followed. Chapters are encouraged to review these requirements periodically as well, to ensure ongoing compliance. The annual chapter renewal requirements are submitted to the FSAA Board of Directors for approval at the first Board meeting of the fiscal year. Should a chapter be unable to adhere to the Chapter Maintenance Requirements, then the Alliances Committee may take steps to initiate the Chapter Suspension/Dissolution process.

Legal Issues

1. **Legal Relationships:** FSAA alumni chapters are recognized entities of the FSAA. The FSAA operates under the auspices of California State University, Fresno, and is subject to the authority thereof.
2. **Contracts and Agreements:** Because chapters are a part of the FSAA's 501 (c) (3) corporate structure, any matters involving contracts over \$500 financial liability, insurance, product licensing, corporate partners and solicitations, etc., must be approved by the FSAA, and California State University, Fresno. Questions concerning these matters should be directed to FSAA staff.
3. **Issues of Insurance:** As a chartered University organization, FSAA chapters are generally covered under the auspices of their approved University charter. However, when having an event, some venues and/or parties may require the chapter to have a certificate of insurance and liability coverage. Chapters must contact the FSAA prior to planning events for approval.
4. **Product Licensing/Fresno State Logos:** When planning sales of products or items with the University logo, please contact the FSAA office for information pertaining to FSAA licensed vendors. Fresno State maintains licensing standards, which chapters must conform to when selling products. All use of the Fresno State seal and logos must be approved through the FSAA.

Chapter Reimbursement/Payment Process/Cash Advance/Deposits

In order to maintain proper accounting records with the FSAA, all recognized chapters shall adhere to the following reimbursement/payment process.

Reimbursement/Payment Criteria: Monies used by alumni chapters should be used for the purpose of recruiting members to the FSAA and the chapter, sponsoring programs, workshops, reunions and activities for their constituents.

Authorized Signature: All active chapters shall have on file with the FSAA an authorized signature card. The card will give the FSAA instruction as to who has permission by the chapter to request funds be made available for payment or reimbursement. An authorized signature form is included in annual chapter renewal forms and are valid from July 1 to June 30.

Request for Reimbursement/Payment: All active chapters must submit a chapter payment/reimbursement form for payments and reimbursements. The form and all supporting documentation (original receipts, contracts, etc.) must be submitted to the FSAA office by the tenth (10th) of every month for payment by the last work day of the month that the form was submitted.

Due to auditing purposes, the FSAA office will not make payments on behalf of the chapter without completion of the reimbursement/payment form.

Payment/Reimbursement Form: The Payment/Reimbursement Form must include:

- Date
- Chapter Name
- Vendor Name
- Address
- City, State, Zip
- Invoice Date
- Invoice Number
- Total Invoice Amount
- Check Distribution Instructions
- Description
- Justification
- One Authorized Signature (The authorized signature shall not be the same as the payee or a relative of the payee.)

Cash Advance

A one time cash advance will be made available in those instances where chapters need cash to use for small expenses such as miscellaneous supplies for events. To receive a cash advance, a Chapter Payment/Reimbursement form must be completed for the amount the Chapter will need (the amount will not exceed \$500, a special request exception may be made to accommodate a Chapter's needs). The payee of the Chapter Payment/Reimbursement form will be the person responsible of the cash advance. It is important to keep the cash advance in a secure place since the Chapter is responsible for any

losses that could occur. The payee will have a maximum of 30 days (from the date of the check) to reconcile the cash advance, by submitting original paid receipts to the FSAA.

Deposits

Deposits to the chapter should be made to the FSAA, as soon as possible. Deposits must include a deposit form and be itemized accordingly (checks will not be listed individually, only the quantity of checks and their total dollar amount shall be listed). Deposits are to be received by a staff member of the FSAA who will verify the amount with the individual making the deposit and both will initial the deposit form in the area specified. Remember to ask for a copy of your deposit slip in order to verify the deposit with your quarterly financial statement.

Chapter Suspension and Dissolution

The Alliances Committee and the FSAA are committed to assisting all recognized chapters to be viable and successful. Unfortunately, when chapters are unable to meet the minimum Chapter Maintenance Requirements, they may face suspension and/or dissolution. The following describes the circumstances and procedures that apply when this situation becomes necessary.

1. Suspension and Dissolution by the Chapter

- a. A chapter may be suspended if there is no longer an interest or ability by the chapter's governing board or its members to maintain the chapter. The Alliance Committee will acknowledge the chapter suspension when it receives notification from the chapter's governing body of such situation. The Alliances Committee shall then promptly inform the FSAA Board of Directors of the chapter's suspension status.
- b. Upon recognized suspension by the FSAA Board of Directors, all funds generated by the suspended chapter's activities will be held in trust by the FSAA. These funds are not to be expended for one year, except for the reactivation and maintenance of the chapter.
- c. If, after one year from the date of suspension, the chapter has not been reactivated, then the chapter may be dissolved by majority vote of the FSAA Board of Directors.
- d. Upon dissolution, funds held in trust will be transferred to the FSAA general account for general expenditures.

2. Suspension/Dissolution by the FSAA Board of Directors

- a. The Alliances Committee may suspend a chapter if it fails to meet the Chapter Maintenance Requirements as previously outlined.
- b. When suspension or dissolution becomes necessary, the following due-process will be followed:
 - 1) A written "notification of suspension: will be sent to the chapter's governing body by the Vice President of Alliances. This notification shall include a request to participate in a meeting with members of the Alliances Committee to discuss the chapter's status. If an in-person meeting is not possible, then an alternative communication method should be worked out with the Vice President of Alliances.
 - 2) A meeting will be conducted with representatives of the chapter's governing body and the Alliances Committee to discuss possible alternatives for the continued viability of the chapter.

- 3) Depending on the outcome of this meeting, the Alliances Committee will make a recommendation regarding the chapter's ongoing status (continuance, suspension or dissolution) to the FSAA Board of Directors.
- 4) Should suspension be the outcome of the proceedings, all funds generated by chapter activity will be held in trust by the FSAA. These funds are not be expended for one year except for the purpose of reactivating and maintaining the chapter, according to the Chapter Maintenance Requirements.
- 5) If, after one year from the date of suspension, the chapter is not reactivated, then the chapter may be dissolved by the majority vote of the FSAA Board of Directors.
- 6) Upon dissolution, funds held in trust will be transferred to the FSAA general account for general expenditures.

Chapter Joint Funded Scholarship Program

Through the FSAA Scholarship Fund, chapters are able to participate in the FSAA Chapter Joint Fund Scholarship (CJFS) Program. This program allows chapters the opportunity to offer scholarships to students of its affiliated College, School, Department or University Unit by combining funds raised by the chapter with funds available through the FSAA Scholarship Fund. For example, a chapter wishing to offer a student scholarship of \$1,000 may accomplish this by raising \$500 through chapter activities and requesting match funding of \$500 through the CJFS. The maximum match-funded dollar amount per scholarship available through the CJFS is \$1,000.

To be able to participate in the CJFS Program, the chapter must:

- Be in good standing with the FSAA.
- Comply with the Chapter Maintenance Requirements.
- Complete a request for participation in the CJFS Programs.
- Have on deposit in its FSAA account an amount equal to the amount requested for the CJFS Scholarship. This will typically be 50% of the total scholarship amount.
- Authorize FSAA to transfer CJFS scholarship amount to the FSAA Scholarship Fund.
- Have each potential scholarship recipient complete an official California State University, Fresno scholarship application, which is only available on-line at <http://studentaffairs.csufresno.edu/scholarships/>. Applications will be sent to the chapter from the Scholarship Office for review and selection of the scholarship recipient(s). The chapter must forward all scholarship selection(s), along with the California State University, Fresno Scholarship Application and the CJFS request form, to the FSAA by June 30th of each year.

All CJFS scholarships will be awarded at the same time the FSAA Scholarships are awarded. This occurs annually in August. Upon approval of the CJFS scholarship, participating chapters will be notified of the joint-funded scholarship so that they may notify the recipient of his/her award.

Sample Chapter Bylaws

ARTICLE 1

NAME

This organization shall be known as the (*Chapter Name*). It is a charitable and educational entity as described by Section 501 (c) (3) of the Internal Revenue Code of 1954 and operated under the exception granted the Alumni Association, as a fundamental operating unit of that Association.

ARTICLE II

PURPOSE

The purpose of this association is to further the interests of the (*academic discipline, geographic region or special interest group*) and its alumni; to establish closer contact between the University and its alumni; to promote activities beneficial to alumni and the university; to assist in the recruitment of students and to publicize and promote the profession of (*i.e. music, criminology etc*).

ARTICLE III

MEMBERSHIP AND DUES

Section 1 All graduates, friends, and faculty of the (*academic discipline, geographic region or special interest group*) are eligible for membership.

Section 2 To be an active member of this association, each person must be a current member of the California State University, Fresno Alumni Association, Inc. Dues may be established as jointly determined by this association and the California State University, Fresno Alumni Association, Inc. (*as outlined in the Chapter Policies and Procedures*).

Section 3 All dues-paying members shall be authorized to vote.

Section 4 This organization does not discriminate on the basis of race, color, national origin, religion, gender, sexual orientation, veteran status or disability. This non-discrimination covers membership and access to treatment and employment in the group's programs and activities.

ARTICLE IV

OFFICERS

Section 1 The officers of this association shall consist of a president, vice president, secretary/treasurer. These officers shall constitute the Executive Committee. All officers shall be elected for two-year terms, with the exception stated in the following section.

Section 2 The terms of officers shall be staggered during the first election. Offices of president and vice president shall be elected for two-year term; secretary and treasurer shall be elected for a one-year term. In each succeeding election, officers shall be elected for two-year terms.

Section 3 Vacancies in any office may be filled by the president from among the active members of the association for the unexpired portion of the term.

Section 4 Any officer may be removed, either with or without cause, by a written ballot with a simple majority of the membership responding; however, no less than a 10 percent response of

the total membership is *required* for removal. An officer may resign at any time by written notice to the Executive Committee. Any such resignation shall take effect upon receipt of such notice or at any later time specified therein.

Section 5 There shall be at least (1) ex-officio voting or non-voting officer. The dean and/or department chair shall serve in this capacity. If a dean and/or department chair is not applicable then a staff member of the FSAA shall serve in this capacity.

ARTICLE V **DUTIES OF OFFICERS**

Section 1 The president shall preside at all meetings of the association and of the executive committee. The president shall make committee appointments and shall be an ex-officio member of all committees. The president will lead the overall operations and programs of the chapter. Serve as the primary contact and work directly with the FSAA. The president is responsible to ensure all charter and annual review materials are submitted by June 1 to the FSAA office.

Section 2 The vice president shall assume the duties of the president in the absence of that officer and shall render assistance in the performance of the business of the association. The vice president shall chair at least one of the standing committees of the association.

Section 3 The secretary shall keep an accurate account of the activities of the association, including business meetings. The secretary shall act as historian. Maintain a record of the group's board of directors, including the work and home addresses and phone numbers (including fax and email if available); ensure that an up-to-date (board) list is on file in the FSAA office.

Section 4 The treasurer shall keep an accurate account of all financial transactions of the association and shall report on these matters at all general meetings. In conjunction with the president, prepare a detailed annual report of financial activity and provide a copy to the FSAA by June 1 of each fiscal year. Collect and deposit fees for any special events and fund-raisers in accordance with policies and procedures established by the FSAA.

ARTICLE VI **COMMITTEES**

Section 1 The Executive Committee

- a. The Executive Committee shall consist of the elected officers, ex-officio officers, and the immediate past president, all of whom shall have voting rights. All other past presidents are ex-officio, non-voting members of this committee.
- b. The Executive Committee shall direct and administer the day-to-day operation of the organization.
- c. Meetings of the Executive Committee shall be called at the discretion of the president or a majority of the members of the committees. When necessary, actions of the committee may be carried out by telephone or by mail, with simple majority ruling.

Section 2 All Other Committees

- a. All other committees shall be established by the Executive Committee.

ARTICLE VII
MEETINGS

The Executive Committee shall hold quarterly meetings, and at least one general meeting per year shall be called as needed.

ARTICLE VIII
NOMINATIONS AND ELECTIONS

The Nomination Committee shall be appointed by the president. The committee shall present at least one nominee for each vacancy and shall have obtained prior consent from the nominee. Elections shall be by vote at a regularly scheduled meeting with a simple majority required for election.

ARTICLE IX
DISSOLUTION

Dissolution of this association shall be determined in consultation with the California State University, Fresno Alumni Association, Inc., as outlined in the *Chapter Policies and Procedures*.

ARTICLE X
AMENDMENTS

Amendments to these bylaws may be made by an affirmative vote of 2/3 majority of those members in attendance at any regular meeting of the chapter.

Sample Chapter Agreement

The organization known as the *(Name)* hereby agrees to become an official chapter of the California State University, Fresno Alumni Association, Inc. The *(Name)* shall conduct its business in accordance with the California State University, Fresno Alumni Association's Chapter Policies and Procedures, and all other applicable university policies. The effective date of this agreement is *(Date)*.

President, Alumni Association

President, (Chapter Name)

Dean/Chair/Director

Treasurer, (Chapter Name)

cc. University President
Provost and Vice President for Academic Affairs
Vice President for Advancement
Dean/Chair/Director

Special Event and Meeting Planning

It is important that the officers establish an activity for the coming year as soon as possible. Chapter members receiving an activity schedule will be assured that their chapter is thinking ahead and has a well-defined program of activity. As stated in the *Chapter Policies and Procedures*, chapters are required to hold regularly scheduled meetings, and one event per year that promotes the goals and objectives of the chapter. Each chapter is also asked to submit annual budget goals and planned events (July through June).

Event planning is key to the success of any alumni organization. Remember the overall objectives of both the FSAA and your chapter in all program planning.

Check for balance. Do you have continuing programs as well as one-time events? Are programs well spaced throughout the year? Are you appealing to the wide range of interests your local alumni represent? Do you have a good blend of social, cultural, athletics and fundraising events? Consider doing an informal survey of your alumni to determine their specific needs and interests.

Establish a committee for planning and execution of any event you wish to sponsor. Membership on the committee may range from one member to many individuals with several co-chairs. The type of event normally dictates the size of the committee and its leadership.

Your committees should **assign sub-committees** when necessary to organize specific events and activities. This step will not only spread the workload, it will also involve more alumni in constituent group responsibilities and help develop future leaders for your group.

Encourage non-board members to work on event planning committees. The more involvement you seek from regular members, the stronger your alumni organization becomes. By obtaining participation from regular members, you have the opportunity to groom them for board positions.

For many, alumni events represent the only contact they have with other Fresno State alumni or the university. Successful, advanced planning and execution are important to the success of each event.

Notices

Notices of general membership meetings can be printed and mailed from the Alumni Office. If the Alumni Office sends out the mailing, the following procedures should be followed:

- The Chapter may prepare a draft of the notice and mail or fax it to the Alumni Office. The Alumni Office will subsequently use this draft to print a notice and mail it to chapter alumni.
- The draft notice of the activity must be sent to the Alumni Office five (5) weeks prior to the event. This allows the staff two (2) weeks to have the notices printed and addressed and three (3) weeks for mailing; Ordering address labels sometimes takes three to five (3-5) working days, so please get your notices in on time.

- To follow up these notices, a telephone call to all who don't respond by a designated date is suggested and will let your members know they are important and needed. A special committee can easily handle this.

Mailings

If the number of pieces in a single chapter mailing exceeds 200, the Alumni Office will send the mailing non-profit third class rate. This rate of delivery is somewhat slower but much cheaper than first class postage. To ensure delivery in time for alumni to make plans, mailings should leave Fresno approximately seven (7) weeks before date of the meeting or activity.

If a chapter elects to print and mail meeting notices on its own, the Alumni Association Office will supply mailing labels for all alumni in the particular chapter. Please allow one week for ordering labels and five to seven (5-7) days for mailing them to you. To save mailing time, labels may also be picked up at the Alumni Office.

Who Pays the Bill?

All expenses will be the responsibility of the chapter. Charges should be well estimated in advance so that the chapter can ensure adequate funding expenses.

Tips on Finance

To avoid embarrassment when special guests or speakers are present, make sure that arrangements for their food and beverages are made complimentary in advance.

Try to have reservations made out prior to the event and get money in advance as well. However, there will always be a few guests who will pay at the door. Have a small table set up near the door to confirm reservations and accept payment from those who failed to make reservations.

Budget the chapter's finances in advance and consider making a slight overcharge to cover incidental expenses. Also, remember to set a reasonable cost-per-person charge. This will allow all alumni the opportunity to attend meetings and parties.

Publicity

Good publicity in the newspaper and on radio and television not only brings alumni to meetings, but also puts the chapter and the university at the forefront of the community. The publicity committee should arrange for advance coverage and for coverage at the meeting.

Pictures and biographical sketches of speakers from the university can be secured from the University Relations Office. The Alumni Office can also help chapters prepare publicity releases for the media and help with information distribution. Remember, good timing of announcements often increases attendance.

An event report may be submitted to the Alumni Office so that information may be included in the Alumni Association newsletter. This will help to keep Alumni informed about your chapter's activities. If the chapter is submitting a photograph with the event report, please remember to identify persons in the photograph.

As a reminder, and per the Chapter Policies and Procedures, the Alumni Association would appreciate your cooperation in scheduling your events and activities so that they are not in direct conflict with the Association's major events.

Event Guidelines/Planning Form

Name of Event: _____ **Date:** _____

Time: _____ **Location:** _____

Purpose of Event: Cultivation Recognition Annual Event
 Campaign Other _____

Type of Event: Fundraiser Social Recognition
 Other _____

Event Fee: \$ _____

Committee Formed: Date/Persons _____

Security/Facility

Facilities contacted – Date/Person _____

Security contacted – Date/Person _____

Parking Issues – Date/Person _____

Facilities Set-Up – Date/Person _____

Risk Management Contacted – Date/Person _____

Marketing/Publicity

Date _____ Flyers

Date _____ Chapter Newsletter

Date _____ Alumni Newsletter

Date _____ Banners

Date _____ Posters

Date _____ Programs

Date _____ Invitations

Date _____ E-mails

Date _____ Web site

Date _____ Other

Marketing Delivered To

Date _____ Alumni Members

Date _____ Alumni Office

Date _____ Department

Date _____ Other

Mailings

Bulk: Date _____ Amount \$ _____

Special Instructions: _____

Vendors/Services

Name _____ Name _____

Address _____ Address _____

Phone _____ Phone _____

E-mail _____ E-mail _____

Contact received: _____ Contact received: _____

Date/Person: _____ Date/Person: _____

Entertainment

Cost \$ _____ Date contacted _____ Person _____

Special Instructions: _____

Refreshments

Cost \$ _____ Date contacted _____ Person _____

Name of Company: _____

Audio/Visual

Cost \$ _____ Date contacted _____ Person _____

List Equipment: _____

Equipment (tables, chairs, etc)

Equipment ordered: Date _____ Person contacted/phone _____

List Equipment: _____

Decorations

Staffing

Name of Staff	Hours	Responsibilities
<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>

Volunteers

Name of Volunteer	Hours	Responsibilities
<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>

Program Evaluations

Date:

Thank You Notes

Date sent:

Names of those sent:

Supplies Needed

___ Table	___ Chairs	___ Batteries	___ P.A.
___ Generator	___ Flashlights	___ Extension Cord	___ Radios
___ Garbage Bags	___ Butcher Paper	___ Signs	___ Gloves
___ Markers	___ Tape	___ Banners	___ Buckets
___ Construction Paper	___ Name tags	___ Bullhorn	___ Pens
___ Clipboard	___ Staplers	___ Rulers	___ Money
___ Cashbox	___ Handouts	___ Tickets	___ Camera
___ Helium Tank	___ Sound System	___ Boombox	___ Rope
___ Balloons	___ Keys	___ Trash Cans	___ Film
___ Water Cooler	___ Scissors	___ Pencils	___ String
___ Ribbons/Awards	___ Glue	___ Evaluation Forms	
___ First Aid Kit	___ Programs	___ Giveaways	
___ RSVP List	___ Sign-In Sheets		

Ten Basic Elements of Event Planning

Capture all of the plans and details for your event in a binder, which can be handed down through you volunteer leadership from year to year.

Purpose: Why have the event? What do you want to accomplish? Be sure your program includes ample opportunities for members to get acquainted with each other (for example, an icebreaker).

Permission: Did you obtain association approval to have the event? Do you have the necessary funds with chapter board approval? Make sure all agreements with suppliers are in writing.

Budget: How much will it cost? Vary your events and meeting places so that no one is excluded by cost. Where will you get the up-front money? What income do you expect to generate? You should try to plan for the event to be at least self-supporting. Always add tax and tip/service charges to all dinner prices, plus any small override you must charge to help pay for guests and other costs. Use a 10-20% no-show figure in determining guarantees.

Date/Time/Place: Decide on these four months in advance! Set deadlines for accomplishing and planning tasks and make sure your timing works! Check your calendars to ensure there is no major conflict with other events, national and religious holidays or university and alumni events. Pay attention to details: size of room, cost of meal, a/v equipment, parking, etc.

Time Frame: Use checklists; map out your plan on a calendar and set deadlines for accomplishing tasks.

Committee: Assign specific tasks. How many committees are needed? What are their functions?

Who is involved? Who will you invite? How many people do you want to invite? What special guests will you invite? Get in touch with presenters and speakers early. Make sure they know their subject matter, the date, time and place of the event, the length of their presentation, etc.

Publicity: What type of publicity will you use? Formal invitations? Fliers? Letters? Personal calls? Can you use your newsletter to publicize your event? If an event flier is used, include a return coupon and be sure copies of the completed coupon are sent to the Alumni Association Office.

Thank You Notes: Keep track of people and organizations that help out as the event is planned and implemented. Thank everyone involved; it's a good way to get them to help again!

Evaluation: Meet with committee, solicit feedback and save for future events. Create a final report for the event and file it in the event binder.

The Ideal Event Planning Schedule

Twelve Weeks Prior to Event:

All details of the event should be in place 10-12 weeks before the event. Have your event locations booked, format planned, cost established, etc.

Start promoting the event. It takes eight weeks to print, label, mail and deliver notices (fliers, postcards or formal invitations). Add extra four weeks for responses so that there will be adequate participation.

Submit information to be printed in alumni publication. Information must be received prior to the deadline for materials.

Request labels and label counts. When requesting labels and label counts, make sure you specify geographic areas (zip codes or county) and whether you want all alumni or paid members.

Seven to Eight Weeks Prior to Event:

Send bulk mail. It can take as long as three weeks for bulk mail to be disseminated. Any mailing over 200 pieces can be sent at bulk rate.

Mail reservation forms. It takes an extra two weeks if you want your invitations to include a reservation form to be return with a check.

Two Weeks Prior to Event:

RSVP deadline. Plan to have mailings reach alumni at least three weeks before the event. This gives them time to make plans and RSVP before the deadline.

Event Expense Budget Worksheet

Name of Event: _____ Date/Time: _____

Description of Event: _____ Location: _____

<u>Expense</u>	<u>Estimate</u>	<u>Actual</u>	<u>Vendor</u>
Printing Costs:			
Invitations	_____	_____	_____
Tickets	_____	_____	_____
Programs	_____	_____	_____
Nametags	_____	_____	_____
Mailing Costs:			
Stamps/Bulk Rate	_____	_____	_____
Room Rental:	_____	_____	_____
Catering Expenses:			
Food	_____	_____	_____
Beverage/Bar	_____	_____	_____
Staffing	_____	_____	_____
Table Service/Utensils:	_____	_____	_____
Decorations:	_____	_____	_____
Flowers:	_____	_____	_____
Entertainment:	_____	_____	_____
Rentals:			
Furniture/Tents	_____	_____	_____
Photographer:	_____	_____	_____
Mementos/Door prizes:	_____	_____	_____
Recognition Gifts:	_____	_____	_____
Travel Expenses:	_____	_____	_____
Parking:	_____	_____	_____
Security:	_____	_____	_____
Total Expenditures	_____	_____	
Income:			
Ticket Sales	_____	_____	
Auction	_____	_____	
Other	_____	_____	
Total Income	_____	_____	
Net Profit	_____	_____	

Event Evaluation Form

1. **Event Title:** _____

2. **Date/Time:** _____

3. **Event Coordinator:** _____

Additional Staff: _____

4. **Fundraiser:** _____

5. **Number of guests:** _____

6. **Budget**

Was the event within budget? YES NO

7. **Invitations**

Number sent: _____ Lists required: _____

Did you feel that the invitations were sent at the appropriate time? Yes No

Comments: _____

Please evaluate the success of the event by rating the following areas on a scale of 1-4;
1= lowest rating, 4 = highest rating

8. **Location/Facility**

Name: _____ Rating: 1 2 3 4

General Accessibility: _____

Handicapped Accessibility: _____

Parking: _____

Would you use this location/facility again? _____

Comments: _____

9. **Catering Services**

Company Name: _____ Phone: _____

Contact Name: _____

Service Rating: 1 2 3 4

Food Rating: 1 2 3 4

Would you hire this catering service again? Yes No

Comments: _____

10. Florist

Company Name: _____ Phone: _____

Contact Name: _____

Rating: 1 2 3 4

Would you hire this florist again? ___ Yes ___ No

Comments: _____

11. Entertainment

Group Name: _____ Phone: _____

Contact Name: _____

Rating: 1 2 3 4

Would you hire this entertainer again? ___ Yes ___ No

Comments: _____

12. Other vendor

Company Name: _____ Phone: _____

Contact Name: _____

Rating: 1 2 3 4

Would you hire this vendor again? ___ Yes ___ No

Comments: _____

13. Program

Master of Ceremonies: _____

Speaker(s): _____

Content: _____

Slide show/video: _____

Comments: _____

14. Donor Recognition Gift

What was given? _____

Recipients: _____

How Many? _____ Charged to: _____

15. Momentos

What was given? _____

Recipients: _____

How Many? _____ Charged to: _____

16. Overall Rating 1 2 3 4

17. Guest Feedback:

18. Staff Comments:

Event Do's And Don'ts

Do...

- Wear Blue and/or Red to Fresno State events
- Request that all staff dress in attire appropriate to an event
- Wear sensible shoes
- Thank everyone as many times as possible
- Have vegetarian meals available
- List committee members on an invitation if you think it will increase ticket sales
- Wear a nametag, and make sure your staff does as well
- Ask people if they'd like help up the stairs (But don't assume that they want it)
- Bring extra mementos and gifts

Don't...

- Ever yell back at guest (also known as: "The guest is always right")
- Dress scantily
- Let one or two guests or the photographer monopolize your VIP's
- Try to answer questions if you don't know the answer. (Instead, take the guest's name and number so that you can telephone later with accurate information)

Forms



Chapter Request Form

Alumni Chapter: _____ Request Date: _____

Chapter Contact Person: _____

Chapter Position: _____ Daytime Phone: _____

Request: (Please check one)

Desired Completion Date: _____

Newsletter Mailing

Event Mailing

Membership Mailing

Event Arrangements

Other (please provide a brief description of request)

To whom will the mailing be sent (i.e. current chapter members, new graduates, etc.):

Quantity in mailing (if known): _____ Number of originals provided: _____

Names of originals to be included (i.e. membership card, return envelope, newsletter, etc.)

1. _____

2.

3. _____

4.

Would you like excess materials returned?

yes no

If yes, please list name and daytime phone number of contact person if different from chapter contact person.

Name: _____ Phone: _____

Note: For event arrangements and mailing, please allow six-eight weeks prior to the scheduled event. For all other mailings, please allow two weeks completion time.

Please use separate request forms for each mailing and/or event. Please mail, fax or deliver all chapter requests and support materials to Leticia Reyna.

Office Use Only

Received By: _____

Date: _____

Completed By: _____

Date: _____



Chapter Reimbursement/Payment Form

Date: _____ Chapter Name: _____

VENDOR & INVOICE INFORMATION

Vendor Name: _____

Address: _____

Address: _____

City, State, Zip: _____

Invoice Date: _____ Invoice Number: _____

Invoice \$ Amount: _____

Check Distribution Instructions: (Check one, US Mail is the default choice):

U.S. Mail

Pick Up At Alumni Association Office*

*Name of individual who will pick up check: _____

DESCRIPTION

JUSTIFICATION Place (Name/address/location) and Date of Event:

Purpose (How will this expenditure benefit the mission of the chapter and the FSAA?)

Names of all persons in attendance (Attach list if necessary):

1. _____ 2. _____ 3. _____

4. _____ 5. _____ 6. _____

7. _____ 8. _____ 9. _____

10. _____ 11. _____ 12. _____

ACCOUNT SIGNER AUTHORIZATION

Prepared By: _____ Phone: _____

Approved By: _____ Date: _____

Approved By: _____ Date: _____

***Staple all receipts and background information to this form.**



Authorized Signature Form

Date _____ Chapter Name _____

Chapter President _____

SIGNATURE OF ACCOUNTHOLDER/AUTHORIZED SIGNER

PRINT NAME BELOW

SIGNATURE OF ACCOUNTHOLDER/AUTHORIZED SIGNER

PRINT NAME BELOW

SIGNATURE OF ACCOUNTHOLDER/AUTHORIZED SIGNER

PRINT NAME BELOW

Authorized Signature Forms must be submitted by July 1 of each year to continue Chapter Reimbursement/Payment Process.



Chapter Event Report

Please submit this form to the FSAA within 30 days following the event.

Chapter Name: _____

Event Held: _____ Number Attended: _____

Place of Event: _____ Date of Event: _____

Give a brief description of the event for a newsletter article:

Please list any suggestions for improving the program in the future and/or your chapter's next scheduled event and date:

Signature _____

Name _____

Position in Chapter _____

Thank you for your assistance in completing this form. The information will be used for publicity in the Alumni Newsletter and for planning future alumni programs. Photos or negatives of the function are also suggested and may be used for publication. Please label the photos if appropriate.



Chapter Joint Funded Scholarship Program Participation Form

Chapter Name: _____ Date: _____

Requested Amount to be Matched: \$ _____ (maximum \$500)

The above chapter authorizes the FSAA to transfer the above amount to the FSAA Scholarship Fund upon approval by the Alliances Committee.

Authorized Signer: _____

Authorized Signer: _____

Form must be submitted by June 30th of each year, along with scholarship selections, and California State University, Fresno Scholarship Applications.

For Office Use Only

- Chapter is in good standing with FSAA. (Signed/Date _____)
- Chapter complies with the Chapter Maintenance Requirements. (Signed/Date _____)
- Has on deposit in its FSAA account an amount equal to the amount requested.
(Signed/Date _____)
- Approval by Alliances Committee (Signed/Date _____)
- Transfer of Funds from said chapter to FSAA Scholarship Fund (Signed/Date _____)
- Chapter President Notified (Signed/Date _____)

Chapter President Directory

African American Chapter

FRANKIE MOORE

Fresno State
5280 N Jackson SU36
Fresno, CA 93740-8023
Bsn: 559.278.2741
frankie_moore@csufresno.edu

Band Alumni Chapter

NORM MOGLIA

2432 W Third St
Madera, CA 93637-4254
Res: 559.674.6985
endem@cvip.net

Chicano Alumni Chapter

MANUEL OLGIN

14876 Sky View Rd
Madera, CA 93638-8875
Bsn: 559.278.2999
Fax: 559.278.9011
manuel_olgin@csufresno.edu

Alumni and Friends of the Craig School of Business

DENNISE CRABB

SBC
5555 N Olive Ave
Fresno, CA 93727
Bsn: 559.253.1451
Fax: 559.255.2439
dc2921@sbc.com

Communicative Sciences and Disorders Alumni Chapter

DORA PROVENCIO

37118 Dunlap Road
Squaw Valley, CA 93675-9606
Res: 559.338.9121
Pgr: 559.279.2564

Music Alumni Chapter

GLORIA DEBATIN

507 W Pico Ave
Fresno, CA 93705-1006
Res: 559.229.6800
gmd06@cvip.net

Engineering Chapter

DON FANTZ

3729 W Atwater
Fresno, CA 93711
Res: 559.263.5528
difl@PGE.com

EOP Alumni Chapter

FRANCES GARDUQUE

1110 N Wintergreen Ave
Fresno, CA 93727-9773
Res: 559.456.8268

JDPEL Alumni Chapter

KENNETH ALDRICH

Fresno State
5275 N Campus Dr SG28
Fresno, CA 93740-8018
Bus: 559.278.5169
kenneth_aldrich@csufresno.edu

Physical Therapy Chapter

JAN DUTTARER or

NIKKI CORNELL

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2345 E San Ramon MH29
Fresno, CA 93740-8031
Bus: 559.278.3008
janet_duttarer@csufresno.edu

Education Alumni Chapter

RICH FIRPO

5055 N Maple ED303
Fresno, CA 93740-8025
Bus: 559.278.0246
rfirpo@csufresno.edu

College of Social Sciences

Alumni Chapter

GIGI GIBBS

6483 N Vagedes
Fresno, CA 93711
Res: 559.435.7318
Bsn: 559.262.4292
gibber3118@comcast.net

Social Work Education Chapter

SAUL SALINAS

5385 N Angus St
Fresno, CA 93710-7014
Res: 559.227.6875
Cell: 559.696.6106
sauulsalinas@comcast.net

Nursing Alumni Chapter

NARDA ANN LIGOTTI

Hm: 559.438.4716
Cell: 559.709.9005
narda@csufresno.edu

*Criminology

*Physical Education Chapter

*Army-ROTC

Alumni Board Liaison

FRANCES PENA-OLGIN

VP, Alliances
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francesp@csufresno.edu

Alumni Association Staff

Liaisons

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Assistant Director, Alumni
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2625 E Keats SH124
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Bus: 559.278.4669
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lreyna@fresnostatealumni.com

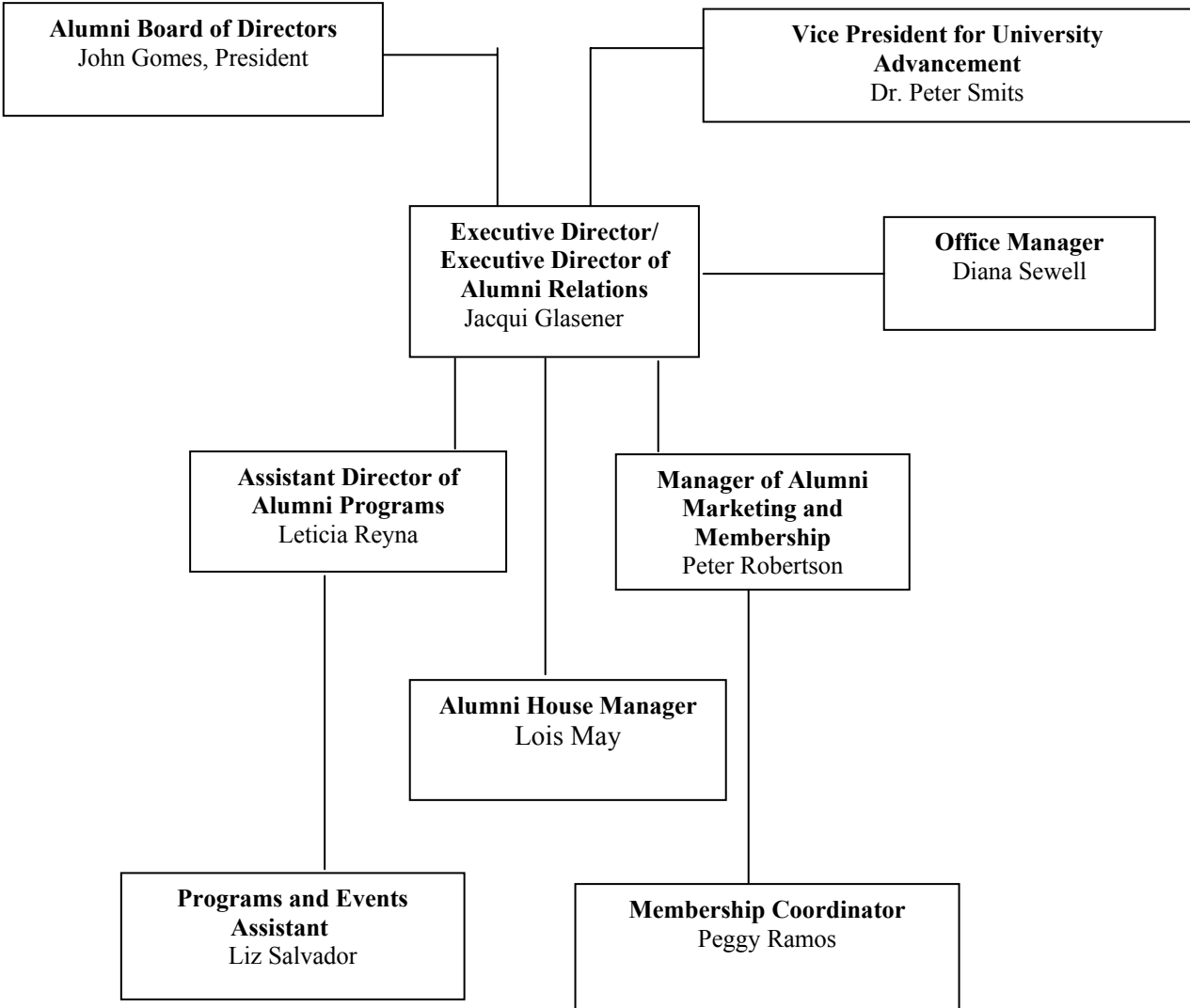
LIZ SALVADOR

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lsalvador@fresnostatealumni.com

*These chapters do not have
chapter presidents.

The Alumni Association

Alumni Association Organizational Chart



**FRESNO STATE ALUMNI ASSOCIATION
STRATEGIC PLAN**

**Adopted by Board of Directors April 19, 2001
Revised and Approved by Board of Directors June 12, 2003
Revised and Approved by Board of Directors May 13, 2004**

MISSION STATEMENT:

The Fresno State Alumni Association is dedicated to uniting and advancing the interests and traditions of alumni and friends of California State University, Fresno, and providing scholarship opportunities that attract and support highly motivated students to the University.

HISTORY:

The Fresno State Alumni Association has roots to the first Fresno Normal School graduating class of 1912 and was incorporated in 1940. To date more than 140,000 graduates and thousands of others who have had a Fresno State educational experience, have migrated to every state in the nation and many are located throughout the world. The university maintains database records of more than 200,000 alumni, past students and friends of the university. Annual members number approximately 3,600 and Life members number approximately 1,700. The alumni, from the very first graduating class until today, desire to maintain and promote traditions and connections at Fresno State.

GOVERNANCE STATEMENT:

The Fresno State Alumni Association is governed by a 26-member board of volunteers (22 voting and 4 non-voting). The policies of the Fresno State Alumni Association are developed by and administered through the Board of Directors. The President of the University and the Vice President for University Advancement each hold an ex-officio non-voting position on the Board of Directors. This Board operates on a committee system which utilizes an Executive Board to carry out and support the administrative mandates of the Board of Directors. The Executive Board oversees and ensures proprietary goals and information flows on a daily basis for the entire organization.

VISION FOR THE FUTURE

1. To be the **“look to”** organization for information about Fresno State, its activities and opportunities for alumni linkages.
2. To be an **influential** organization in promoting changes in how Fresno State creates facilities and resource opportunities for Alumni.
3. To be **innovative** in creating value for members and students. To give our members and students the most successful network to other alumni and to bring a common vision for long term participation with the university.
4. To maintain effective **awareness** and positive exposure of alumni activities and achievements.

5. To help **educate** and promptly inform alumni about opportunities for contact, assistance to educational forums, and needed inputs to maintain effective on-campus exploration and investigative learning experiences.
6. To **support** mentorship, scholarships, internships and other “hands-on” involvement within the university.
7. To be a **responsive** university entity in being pro-active on issues and maintaining strategic alliances with leaders of local, regional and state organizations
8. To **promote** financially beneficial scholarships and programs which enhance the quality and horizon of current students.

VALUES STATEMENT:

1. **Member Focus:** We will listen to our members and work for them. We will develop programs to understand and educate our internal and external constituents. We will seek out opportunities to expand our service mix to meet new potential members’ needs.
2. **Leaders who are Coaches:** We will choose and develop leaders at all levels of the organization – administrators, board members, committee members and volunteers. We will develop people who will motivate others to accomplish goals and embrace change effectively. We will create a high-level of skills in communicating future thinking, being innovative, contributing as a team member and coaching others for improved performance.
3. **Personal Accountability and Responsibility:** We expect to improve ourselves and our organization. We recognize that our world and association is constantly changing and that we must be evaluated on the basis of improvement and cost-effective innovation.
4. **Alumni Connections:** To create a giveback reservoir of alumni energy, knowledge and enthusiasm.

GOAL I: INCREASED MEMBERSHIP, INVOLVEMENT AND BENEFITS

Objective 1: Implement programs that give alumni greater incentives to belong and offer benefits that are attractive and unique.

Strategies:

1. Greater life-style benefit package for members that creates value for today's life systems. Applicable campus privileges, learning opportunities and access to campus resources.
2. Develop a better forum for interaction and dialogue with students and student groups.
3. Offer special rewards program for members joining and renewing on FRESNOSTATEALUMNI.COM.
4. Promote student scholarship giving.
5. Review and revise, as needed, current membership rates with a portion directly benefiting the student scholarship endowment fund.
6. Implement Point of Purchase [POP] displays for Benefits Partners on-and-off campus.

Objective 2: Implement events and recognition programs that give alumni a greater incentive to participate and invest.

Strategies:

1. Develop three annual signature events that set the FSAA apart from other campus organizations— more interactive homecoming, black-tie dinner, i.e., Top Dog, student scholarship awards recognition program.
2. Develop a more effective use of the university President activities.
3. Develop family-oriented events— a place where people can discover relationships, opportunities and knowledge.
4. Promote volunteerism— compile a list of professional things that need to be completed— find alumni to give a “time slice” to do it.

Objective 3: Implement programs that will increase membership and accelerate active participation by chapters.

Strategies:

1. Implement new member receptions in the spring and in the fall semesters.
2. Motivate chapters to promote FSAA membership at events.
3. Request chapters give price discounts at events to FSAA members.

4. Implement chapter specific E-mails to promote chapter events and programs in accordance with FSAA policy.
5. Implement chapter specific direct mail membership campaigns.

GOAL I (CONT.): INCREASED MEMBERSHIP, INVOLVEMENT AND BENEFITS

Objective 4: Implement a more-effective database for tracking and contacting alumni.

Strategies:

1. Develop an effective way to track alumni attendance and involvement at events and activities.
2. Develop an ongoing program to acquire alumni data from social and campus organizations.
3. Continue to integrate BSR/Advance with the online directory.
4. Continue to capture E-mail addresses on acquisition and renewal forms.

Objective 5: Increase overall membership levels and retention rates.

Strategies:

1. Implement an E-mail reminder program to send out when notices are mailed.
2. Touch members once per month via E-mail and US mail.
3. Promote the Corporate Concierge Program.
4. Build membership retention to 65%
5. Generate 100 new life members.
6. Re-attract lapsed members.
7. Promote the FSAA to the faculty, staff and administration.
8. Promote the FSAA to the student body.

Objective 6: Evaluate the importance of Life vs. Annual Membership categories.

Strategies:

1. Analyze the Association's costs to fulfill annual and life memberships.

GOAL II: SUPERIOR COMMUNICATION

Objective 1: Implement effective marketing and promotional programs that “incite” involvement by alumni.

Strategies:

1. Develop campaigns that create and articulate compelling values that motivate potential members to want to be involved.
2. Develop and use symbols/icons that evoke a stronger identity and ownership.
3. Continue to promote the “Bulldog Paw” as the FSAA identity, brand and logo.

Objective 2: Implement communication vehicles that reach out and grab the mind.

Strategies:

1. Evaluate the effectiveness of the university magazine.
2. Continue updating and developing FRESNOSTATEALUMNI.COM for easy access and submissions of information that promotes continued involvement, connected-ness and routing browsing.
3. Continue revising and developing a monthly E-mail newsletter that highlight FSAA programs, events and membership, as well as campus accomplishments and activities.
4. Augment the current awareness banners for Homecoming, Grad Fair and Vintage Days. [Supporting Students and Fresno State, Join the Fresno State Alumni Association, Show Your Bulldog Pride! Become a Member!, We’ve Got That Bulldog Spirit!, Proud Bulldogs Found Here, Loyal Bulldogs Found Here]
5. Implement the Shaw Avenue large banner project.
6. Implement the Keats Avenue small banner project.

Objective 3: Implement high-touch and high-identity communication systems that touch the right person at the right time.

Strategies:

1. Develop a personal contact programs for more one-on-one connection programs. More interactive dialogue with high-profile and high-interest members. Touch the human side of Alumni— people, events and opportunities.
2. Touch alumni via US mail once per month, 12 times per year.
3. Continue to promote and upgrade FRESNOSTATEALUMNI.COM as the 24/7 lifeline to the FSAA and Fresno State.
4. Develop reasons for involvement by the whole community— adopt-a-student/program/event.

GOAL II (CONT.): SUPERIOR COMMUNICATION

Objective 3 (cont.): Implement high-touch and high-identity communication systems that touch the right person at the right time.

5. Develop periodic member research that measures the effectiveness of messages, perceived value and understanding what members think and want.
6. Expand on the Volunteer Orientations in the fall semester.
7. Expand on the Alumni Discussion Series in the spring semester.

Objective 4: Promote an “alma mater” tradition at Fresno State.

Strategies:

1. Print the alma mater in the newsletters.
2. Promote the alma mater on FRESNOSTATEALUMNI.COM
3. Include text and music.
4. Include alma mater component in E-mail newsletters.
5. Promote alma mater at events – Golden Grad, Homecoming, Top Dog, etc.

Objective 5: Assess the value of membership in the Association.

Strategies:

1. Conduct a survey of members to analyze what services they value.

GOAL III: WIN-WIN STRATEGIC ALLIANCES AND PARTNERSHIPS

Objective 1: Implement programs that will involve current students and faculty.

Strategies:

1. Develop programs that recruit and inform students and faculty of the Alumni Association.
2. Develop programs that enhance faculty and staff relationships, membership and involvement with co-sponsored programs.
3. Develop strategies and programs for Alumni Chapters in conjunction with other Alumni Association committees.

Objective 2: Implement programs that create better external alliances and partnerships.

Strategies:

1. Create a list of companies and organizations within the valley to link to and actively meet with to discuss partnership and support.
2. Increase connections which will recognize the historical roots and family heritage of the Valley.
3. Develop ways to better use the communities unused space, materials and opportunities – Philharmonic seats, Grizzlies sporting events, etc.
4. Continue to develop linkages and partnerships with other university offices and organizations, such as Ag One, Bulldog Foundation, Student Affairs and Athletics.

Objective 3: Expand geographic reach of constituency groups.

Strategies:

1. Develop and implement the Alumni Ambassador Program throughout the State of California.

GOAL IV: LONG TERM FINANCIAL STABILITY AND SCHOLARSHIP AWARDS

Objective 1: Ensure that financial resources are available to achieve the Alumni Association's programs.

Strategies:

1. Establish annual budgets based on Alumni Association priorities to ensure fiscal responsibility is applied to the management of the budgets.
2. Work with the University to ensure that budgetary needs are known and that the maximum University allotment is received.
3. Evaluate and recommend vendor-partnerships that generate revenue opportunities that benefit the Alumni Association.
4. Develop trade-out programs that offer Alumni-controlled services or facilities in exchange for needed resources or services.

Objective 2: Effectively manage the Alumni Association investments funds to maximize growth and rate of return.

Strategies:

1. Manage the Alumni Association's investment portfolio managers to ensure that the Alumni Association's investment policy is being applied effectively and appropriately.
2. Evaluate and recommend changes to the Alumni Association's investment policy to minimize risk, yet maximize market opportunities.

Objective 3: Expand Scholarship Awards to an allotment level of \$100,000 annually.

Strategies:

1. Develop a program that allocates a portion of the Alumni Association annual membership fees to increase the scholarship endowment.
2. Develop an ongoing program where scholarship-giving opportunities are offered with every Alumni encounter.
3. Ensure that the Alumni Association investment policy is applied in such a way that the objectives of the Scholarship endowment are met.

Objective 4: Develop vendor partnerships to provide recurring revenue.

Strategies:

1. Actively pursue sponsorships for our programs and events.

Objective 5: Ensure the Alumni Association's financial accountability as specified by Title 5,

Article 15 of the California Education Code.

Strategies:

1. Implement a budgeting and financial reporting process that fulfills the objectives of Article 15.

GOAL V: Expand alumni traditions.

Objective 1: Expand tradition and promote the Smittcamp Alumni House.

Strategies:

1. Discuss opportunities for second phase.
2. Develop new symbols, icons and recognition forums such as the Bulldog Walkway which would increase investment, use and visitation.
3. Connect with and track current users to identify major benefits and values.
4. Develop more physical connection and involvement elements of the alumni complex: a) Alumni walk courtyard of named bricks, b) pictorial yearbook endless loop showing streaming video of action issues about alumni, c) statue monument that people can rally around and feel pride about, d) building the family tree approach to leaving your message and “finger prints” for others to see, e) fountains and creative use of water movement, f) the Traditions room – a place where you can hear and see the History of Fresno State unfold, g) develop a lamp post promenade leading out from the house, and h) bigger banquet facilities – room to handle larger receptions.
5. Recognize the FSAA as a clearing house for networking and business connections.

GOAL VI: ENHANCED BOARD AND VOLUNTEER EFFECTIVENESS

Objective 1: Develop programs to create more vibrant effectiveness of the Board of Directors and the Volunteers.

Strategies:

1. Develop a more active use of past board members.
2. Continue a mentoring program for new board members along with a training program for the mentors.
3. Develop better techniques to utilize each board member in their area of expertise and circle of personal and community contacts.
4. Conduct orientation programs for volunteers.
5. Tradition and nostalgia – build and build on. Promote the Alma Mater at FSAA and other campus events, including athletic events.
6. Promote scholarship giving and scholarship awareness.

RESTATED
BYLAWS FOR THE REGULATION
OF
CALIFORNIA STATE UNIVERSITY,
FRESNO ALUMNI ASSOCIATION, INCORPORATED
A CALIFORNIA NONPROFIT PUBLIC BENEFIT CORPORATION

ARTICLE I

OFFICES

Section 1. Principal Office. The principal office for the transaction of business of the Corporation is hereby fixed and located at California State University, Fresno, County of Fresno, State of California. The board of directors ("Board") is hereby granted full power and authority to change said principal office from one location to another in said County.

Section 2. Other Offices. The Board may at any time establish branch or subordinate offices at any place or places where the Corporation is qualified to conduct its activities.

ARTICLE II

MEMBERS

Section 1. No Members. This Corporation shall have no members, other than non-statutory members, for which the Board may provide for varying classifications.

ARTICLE III

BOARD OF DIRECTORS

Section 1. Powers. Subject to the provisions and limitations of the California Nonprofit Public Benefit Corporation Law and any other applicable laws, and subject to any limitations of the Articles of Incorporation or Bylaws, the Corporation's activities and affairs shall be managed, and all corporate power shall be exercised, by or under the direction of the voting members of the Board unless otherwise expressly provided in these Bylaws.

Without prejudice to the general powers set forth in Article III, Section 1, of these Bylaws, but subject to the same limitations, the Board members shall have the power to:

(a) Appoint and remove, at the pleasure of the Board, all the Corporation's officers, agents, and employees; prescribe powers and duties for them that are consistent with law, with the Articles of Incorporation and with these Bylaws; and require from them security for faithful performance of their duties, if applicable.

(b) Change the principal office or the principal business office in California from one location to another; cause the Corporation to be qualified to conduct its activities in any other state, territory, dependency, or country and conduct its activities within

or outside California; and designate any place within or outside California for holding any meeting of the Board.

(c) Adopt and use a corporate seal; and alter the forms of the seal and certificates.

(d) Borrow money and incur indebtedness on behalf of the Corporation and cause to be executed and delivered for the Corporation's purposes, in the corporate name, promissory notes, bonds, debentures, deeds of trust, mortgages, pledges, hypothecations, and other evidences of debt and securities.

Section 2. Board of Directors. The authorized number of Board members shall be not less than twenty (20) and not more than thirty (30) until changed by a duly adopted amendment to the Articles of Incorporation or by an amendment to these Bylaws. The exact number of Board members shall be fixed, within those limits, by a resolution adopted by the Board. Four (4) of the Board memberships shall be held by non-voting Board members. Exofficio

Board members may be designated from time to time by the Executive Committee, all of whom, except the Executive Director, shall serve without compensation and shall be comprised as follows:

(a) Voting Board Members. There shall be twenty (20) to twentysix (26) voting members of the Board, including, the President of the Student Alumni Association (SAA), one (1) Student Director, one (1) Faculty Director, one (1) Staff Director and one (1) Past-President Director. Each Past President of the Corporation shall automatically become a Board member upon the expiration of his or her term of office, to serve a two (2) year term, so that at all times there will be one Past President of the Corporation on the Board.

(b) Non-Voting Board Members. There shall be four (4) Ex-officio non-voting members of the Board as follows:

- (i) the President of the University or designee;
- (ii) the University Vice President of Advancement;
- (iii) the Executive Director for the Corporation; and
- (iv) the President of the Associated Students.

Section 3. Restriction on Interested Persons as Board Members. No more than 49 percent of the persons serving on the Board may be interested persons. An interested person is (a) any person compensated by the Corporation for services rendered to it within the previous 12 months, whether as a full-time or part-time employee, independent contractor, or otherwise, excluding any reasonable reimbursement paid to a Board member as Board member; and (b) any brother, sister, ancestors, descendant, spouse, brother-in-law, sister-in-law, son-in-law, daughter-in-law, or father-in-law of such person. However, any violation of the provisions of this paragraph shall not affect the validity or enforceability of any transaction entered into by the Corporation.

Section 4. Qualifications. All Board members shall have completed at least twelve (12) units of coursework at California State University, Fresno, however, except that under special circumstances, this provision may be waived by the Board, which waiver shall be deemed approved when the new Board member is accepted for membership on the Board. Every effort will be made to provide a diverse composition of the Board as it relates to the

student and graduate representation of each of the colleges and schools at California State University, Fresno.

Section 5. Election and Term of Office. The term of office of each voting member of the Board shall be two (2) years, beginning on July 1, following their election or until a successor is duly elected (or appointed) and qualified, except for the Student Director, who shall serve a one (1) year term. A voting member of the Board may be elected for an additional two (2) year term, but shall be limited to a total of three (3) two (2) year terms, and shall again become eligible for election after the lapse of one (1) year from the expiration of the third term. An exception may be made for additional terms as needed to fulfill the responsibility of an officer position. The Student Director's and the non-voting Board members' terms shall coincide with their applicable term of office or position that was the basis for their appointment as a Board member hereunder.

The terms of voting members of the Board shall be staggered so that approximately an equal number of these positions shall be subject to nomination and election each year.

Section 6. Vacancies on Board. A vacancy or vacancies on the Board shall exist on the occurrence of the following:

- (a) The death or resignation of any Board member;
- (b) The declaration by resolution of the Board of a vacancy in the office of a Board member who has been declared of unsound mind by an order of court, convicted of a felony, or found by final order or judgment of any court to have breached a duty under Article 3 of Chapter 2 of the California Nonprofit Public Benefit Corporation Law;
- (c) The vote of the Board members to remove any Board member(s), including removal of a Board member for failure to attend meetings without prior permission from the President.

Except as provided below, any Board member may resign by giving written notice to the President or the Executive Director. The resignation shall be effective when the notice is given unless it specifies a later time for the resignation to become effective. If a Board member's resignation is effective at a later time, the Board may elect a successor to take office as of the date when the resignation becomes effective. Except on notice to the Attorney General of California, no Board member may resign if the Corporation would be left without a duly elected voting Board member.

Vacancies of the voting members of the Board shall be filled by appointment of the President with concurrence of the Executive Committee, subject to a majority vote of remaining voting Board members, and each new Board member so elected shall hold office until a successor is elected to the Board. If the Board accepts the resignation of a Board member to take effect at a future time, the Board shall have the power to elect a successor to take office when the resignation becomes effective. No reduction of the authorized number of Board members shall have the effect of removing any Board member prior to the expiration of the term of office.

Section 7. Board Meetings. Regular meetings of the Board shall be held at California State University, Fresno, or at an alternate place as the President may prescribe. The Board shall conduct five (5) meetings per year, dates and times as approved by the Board. Written notice of the time, place and agenda for each meeting shall be mailed by the Executive Director to each Board member's address of record not less than seven (7) days prior to the meeting date.

Any meeting may be held by conference telephone or similar communication equipment, as long as all Board members participating in the meeting can hear one another. All such Board members shall be deemed to be present in person at such a meeting.

Section 8. Annual Meeting. On a day to be set by the Board, the Board shall hold an annual meeting for purposes of organization, election of officers, and transaction of other business. Notice of this meeting is not required.

Section 9. Other Regular Meetings. Other regular meetings of the Board may be held without notice at such time and place as the Board may fix from time to time.

Section 10. Special Meetings. Special meetings of the Board may be called at any time by the President, or by a majority of the voting members of the Board. Notice of the time, place, and purpose of special meetings shall be given in the same manner as a regular meeting except as hereinafter provided.

Notice of the time and place of special meetings shall be given to each Board member by one of the following methods: (a) by personal delivery of written notice; (b) by first-class mail, postage prepaid; (c) by telephone, either directly to the Board member or to a person at the Board member's office who would reasonably be expected to communicate that notice promptly to the Board member; (d) by telegram, charges prepaid; or (e) by electronic mail. All such notices shall be given or sent to the Board member's address (including e-mail address) or telephone number as shown on the records of the Corporation.

Notices sent by first-class mail shall be deposited in the United States mails at least four days before the time set for the meeting. Notices given by personal delivery, telephone, electronic mail or telegraph shall be delivered, telephoned, or given to the telegraph company at least 48 hours before the time set for the meeting.

The notice shall state the time of the meeting, and the place if the place is other than the principal office of the Corporation. It need not specify the purpose of the meeting.

Section 11. Quorum. A majority of the authorized number of voting Board members shall constitute a quorum for the transaction of business, except to adjourn. Every action taken or decision made by a majority of the Board members present at a duly-held meeting at which a quorum is present shall be the act of the Board, subject to the more stringent provisions of the California Nonprofit Public Benefit Corporation Law, including, without limitation, those provisions relating to (a) approval of contracts or transactions in which a Board member has a direct or indirect material financial interest, (b) approval of certain transactions between corporations having common directorships, (c) creation of and

appointments to committees of the Board, and (d) indemnification of Board members. A meeting at which a quorum is initially present may continue to transact business, despite the withdrawal of Board members, if any action taken or decision made is approved by at least a majority of the required quorum for that meeting.

Section 12. Waiver of Notice. Notice of a meeting need not be given to any Board member who, either before or after the meeting, signs a waiver of notice, a written consent to the holding of the meeting, or an approval of the minutes of the meeting. The waiver of notice or consent need not specify the purpose of the meeting. All such waivers, consents, and approvals shall be filed with the corporate records or made a part of the minutes of the meetings. Notice of a meeting need not be given to any Board member who attends the meeting and does not protest, before or at the commencement of the meeting, the lack of notice to him or her.

Section 13. Adjournment. A majority of the Board members present, whether or not a quorum is present, may adjourn any meeting to another time and place.

Section 14. Notice of Adjourned Meeting. Notice of the time and place of holding an adjourned meeting need not be given unless the original meeting is adjourned for more than 24 hours. If the original meeting is adjourned for more than 24 hours, notice of an adjournment to another time and place shall be given, before the time of the adjourned meeting, to the Board members who were not present at the time of the adjournment.

Section 15. Action Without a Meeting. Any action that the Board is required or permitted to take may be taken without a meeting if all members of the voting Board members consent in writing to the action; provided, however, that the consent of any Board member who has a material financial interest in a transaction to which the Corporation is a party and who is an "interested director" as defined in Section 5233 of California Corporations Code shall not be required for approval of that transaction. Such action by written consent shall have the same force and effect as any other validly approved action of the Board. All such consents shall be filed with the minutes of the proceedings of the Board.

Section 16. Compensation and Reimbursement. Board members may not receive compensation for their services as Board members or officers, but may receive reimbursement of expenses, as the Board may determine by resolution to be just and reasonable as to the Corporation at the time that the resolution is adopted. Notwithstanding the foregoing, the Executive Director may receive compensation if authorized by the Board.

Section 17. Committees. The Board, by resolution adopted by a majority of the Board members then in office, provided a quorum is present, may create one or more committees, each consisting of two or more Board members to serve at the pleasure of the Board. The Board, by resolution adopted by a majority vote of the Board members then in office, provided a quorum is present, may also create one or more "advisory committees" whose members may include persons who are not voting members of the Board. Any Board resolution establishing an "advisory committee" must clearly define the committee's role, the scope of its activities and its advisory status. Appointments to committees of the Board shall

be by majority vote of the Board members then in office. The Board may appoint one or more Board members as alternate members of any such committee, who may replace any absent member at any meeting. Any such non-advisory committee, to the extent provided in the Board resolution, shall have all the authority of the Board, except that no committee, regardless of Board resolution, may:

(a) Take any final action on any matter which can only be made by the Board, pursuant to the California Nonprofit Public Benefit Corporation Law;

(b) Fill vacancies on the Board or on any committee which has the authority of the Board;

(c) Amend or repeal Bylaws or adopt new Bylaws;

(d) Amend or repeal any resolution of the Board which by its express terms is not so amendable or repealable;

(e) Create any other committees of the Board or appoint Board members to committees;

(f) Expend corporate funds to support a nominee for Board member after more people have been nominated for Board member than can be elected; or

(g) Approve any contract or transaction in which the Corporation is a party and in which one or more of its Board members has a material financial interest, except as special approval is provided for in Section 5233(d)(3) of the California Corporations Code.

Meetings and actions of committees of the Board shall be governed by, held, and taken in accordance with the provisions of these Bylaws concerning meetings and other Board actions, except that the time for regular meetings of such committees and the calling of special meetings of such committees may be determined either by Board resolution or, if there is none, by resolution of the committee of the Board. Minutes of each meeting of any committee of the Board shall be kept and shall be filed with the corporate records. The Board may adopt rules with the government of any committee provided they are consistent with these Bylaws or, in the absence of rules adopted by the Board, the committee may adopt such rules.

ARTICLE IV

OFFICERS

Section 1. Officers. Officers shall be elected or appointed from the membership of the Board in the manner hereinafter prescribed. Officers of the Corporation shall be:

(a) President;

(b) Immediate Past President;

- (c) Executive Director of the Corporation, Ex-Officio (non-voting);
- (d) Vice President of Finance;
- (e) Vice President of Alliances;
- (f) Vice President of Alumni House;
- (g) Vice President of Board and Volunteer Development; and
- (h) Vice President of Membership and Marketing.

All of the above-referenced officers, except the Executive Director, shall serve without compensation. The President may not be a full-time employee of the University.

Section 2. Executive Committee. The Executive Committee shall be composed of eight (8) Board members consisting of the following:

- (a) President;
- (b) Five (5) Vice Presidents;
- (c) Immediate Past President; and
- (d) Executive Director of the Company, Ex-Officio (non-voting).

The Executive Committee shall function as a liaison between the committee structure and the Board and as an expediting group to further streamline Board operations and functions.

Section 3. Terms of Office. The terms of office of all elected officers shall be two (2) years beginning on July 1 following their election. No Board member shall serve more than two (2) 2-year terms in the same office consecutively, except as otherwise determined by the Board.

Section 4. Other Officers. The Board may appoint and may authorize the President, or other officer, to appoint any other officers that the Corporation may require. Each officer so appointed shall have the title, hold office for the period, have the authority, and perform the duties specified in the Bylaws or determined by the Board.

Section 5. Removal of Officers. Without prejudice to any rights of an officer under any contract of employment, any officer may be removed with or without cause by a majority of the Board at any regular or special meeting of the Board, and also, if the officer was not chosen by the Board, by any officer on whom the Board may confer that power of removal.

Section 6. Resignation of Officers. Any officer may resign at any time by giving written notice to the Corporation. The resignation shall take effect as of the date the notice is received or at any later time specified in the notice and, unless otherwise specified in the notice, a resignation need not be accepted to be effective. Any resignation shall be without prejudice to the rights, if any, of the Corporation under any contract to which the officer is a party.

Section 7. Vacancies. A vacancy in any office because of death, resignation, removal, disqualification, or any other cause shall be filled in the manner prescribed in these Bylaws for regular appointments to that office, provided, however, that vacancies need not be filled on an annual basis.

Section 8. President. The President shall preside at all meetings of the Board and the Executive Committee. The President may appoint such committees not otherwise provided for as may be deemed necessary or desirable, and to appoint all committee chairpersons from the membership of the Board. The President or designee shall be an Ex-Officio non-voting member of all committees. The President shall enforce observance of bylaws, accept and decide all questions or order, offer for consideration all motions regularly made (appoint and apportion all duties among various committee chairpersons, call all special meetings subject to provisions of the bylaws with reference thereto), and shall perform such other duties of office as the bylaws may require. The President shall neither make any motion nor amendment thereto nor vote on any questions nor motion unless the members of the Board shall be equally divided, in which event the President may cast the deciding vote. The President shall, in case of absence or disability, designate one of the vice presidents to serve in his or her place.

Section 9. Executive Director. The Executive Director shall have the duties of a manager and secretary of the Corporation with compensation and shall supervise, direct, and carry out the programs of the Corporation subject to the control and direction of its President and Board. The Executive Director shall be the custodian of all books and records of the Corporation, and shall cause minutes of the proceedings of all meetings to be taken, maintained, and distributed in a timely manner. The Executive Director shall be an ex-officio non-voting member to all committees, subject to such conditions and limitations as may be prescribed from time to time by the President and/or the Board, shall supervise all employees of the Corporation, shall be the editor of all publications of the Corporation, and shall perform such other duties and powers as the President and/or the Board may prescribe. The Executive Director shall maintain continuing communication with the University administration. In addition, the Executive Director shall keep, or cause to be kept, at the Corporation's principal office, or such other place as the Board may direct, the book of minutes of all meetings, proceedings, and actions of the Board, and its committees. The minutes of all meetings shall include the time and place that the meeting was held, whether the meeting was annual, regular, or special, and, if special, how authorized, the notice given, and the names of those present at Board and committee meetings. The Executive Director shall keep, or cause to be kept, at the principal office in California, a copy of the Articles of Incorporation and Bylaws, as amended to date.

The Executive Director shall give, or cause to be given, notices of all meetings of the Board and of committees of the Board required by these Bylaws to be given. The Executive Director shall keep the corporate seal in safe custody and shall have such other powers and perform such other duties as the Board or the Bylaws may prescribe.

Section 10. Vice Presidents. The Corporation shall have five (5) Vice Presidents, one of whom shall be a President-Elect, who shall be responsible to the Board and the President. Vice Presidents shall supervise, advise, and participate in forming programs to be submitted through their respective committees. They shall be called to make presentations and reports to the Board and be prepared to answer all related questions, concerns, or objections. Each Vice President shall serve on the Executive Committee and shall be a voting member of all committees under their supervision.

(a) Vice President of Finance. The Vice President of Finance shall perform the duties of a treasurer and shall work closely with the Executive Director, outside accountant and staff liaison on all financial reports and related matters of the Corporation. In addition, the Vice President of Finance shall be responsible for the sub-committee on scholarships and trusts and oversee the scholarships, which are the responsibility of the Corporation. The Vice President of Finance will chair and be an active member of the Finance Committee.

The Vice President of Finance shall keep and maintain, or cause to be kept and maintained, adequate and correct books and accounts of the Corporation's properties and transactions. The Vice President of Finance shall send, or cause to be given, to the Board such financial statements and reports as are required to be given by law, by these Bylaws, or by the Board. The books and accounts shall be open to inspection by any Board member at all reasonable times. The Vice President of Finance shall deposit, or cause to be deposited, all money and other valuables in the name and to the credit of the Corporation with such depositories as the Board may designate, shall disburse the Corporation's funds as the Board may order, shall render to the President, and the Board, when requested, an account of all transactions as Vice President of Finance and of the financial condition of the Corporation, and shall have such other powers and perform such other duties as the Board or Bylaws may prescribe.

If required by the Board, the Vice President of Finance shall give the Corporation a bond in the amount with a surety or sureties specified by the Board for faithful performance of the duties of the office and for restoration to the Corporation of all its books, papers, vouchers, money, and other property of every kind in their possession or under the control of the Vice President of Finance on his or her death, resignation, retirement, or removal from office.

(b) Vice President of Alliances. The Vice President of Alliances shall work closely with the staff liaison and be responsible to implement programs that create goodwill within the University. These would include, but not be limited to, Alumni Chapters; the Honors College and its students; University Administration; Faculty and Staff; the general Student Body and related organizations such as the fraternities and sororities; and associated

organizations, i.e., Bulldog Foundation, University Outreach, Extended Education and the Athletic Corporation. The Vice President of Alliances will chair and be an active member of the Alliances Committee.

(c) Vice President of Alumni House. The Vice President of the Alumni House shall work closely with the staff liaison and be responsible for all operations at the Smittcamp Alumni House, as well as any fundraising campaign in support of the facility. The Vice President of the Alumni House will chair and be an active member of the Alumni House Committee.

(d) Vice President of Board and Volunteer Development. The Vice President of Board and Volunteer Development shall work closely with the staff liaison and be responsible for all programs that enhance and create more vibrant effectiveness of the Board and Volunteer Development, will chair and be an active member of the Board and Volunteer Development Committee.

(e) Vice President of Membership and Marketing. The Vice President of Membership and Marketing shall work closely with the staff liaison and be responsible for all activities having to do with various forms of communication, as well as being responsible for events that grow and enhance membership and programs. The Vice President of Membership and Marketing will chair and be an active member of the Membership and Marketing Committee.

ARTICLE V

ELECTION OF OFFICERS AND DIRECTORS

Section 1. Nominating Committee. The Nominating Committee shall be appointed by the President from among the members of the Board, with the approval of the Board, and shall consist of the current President, the Immediate Past President, who shall chair this Committee, the Faculty Director, the Staff Director, the Student Director and up to four (4) Directors-at-Large.

Section 2. Selection of Board Members. The Nominating Committee shall submit a list of recommendations for the Board members before the end of the first quarter of the calendar year. The recommendations for new Board members, by the Nominating Committee, shall require a majority vote of the Board, before becoming official. The Nominating Committee shall notify the University President who may contact the nominee and ask that they serve on the Board. The Nominating Committee will then make a report to the Board at the last meeting of the fiscal year.

Section 3. Nomination of Officers. The nomination of offices of the Board shall be presented by the Nominating Committee by the end of the first quarter of the calendar year. The nominations shall be voted on at the last meeting of the Board, during the fiscal year.

ARTICLE VI

INDEMNIFICATION

Section 1. Definitions. For the purposes of this Article, "agent" includes any person who is or was a Board member, officer, employee, or other agent of the Corporation, or is or was serving at the request of the Corporation as a Board member, officer, employee, or agent of another foreign or domestic corporation, partnership, joint venture, trust, or other enterprise, or was a Board member, officer, employee, or agent of a foreign or domestic corporation which was a predecessor corporation of the Corporation or of another enterprise at the request of such predecessor corporation; "proceeding" includes any threatened, pending, or completed action or proceeding, whether civil, criminal, administrative or investigative; and "expenses" includes, without limitation, attorneys' fees and any expenses of establishing a right to indemnification under Section 4 or Section 5(c).

Section 2. Indemnification of Actions by Third Parties. The Corporation shall have power to indemnify any person who was or is a party or is threatened to be made a party to any proceeding (other than an action by or in the right of the Corporation to procure a judgment in the Corporation's favor) by reason of the fact that such person is or was an agent of the Corporation, against expenses, judgments, fines, settlements, and other amounts actually and reasonably incurred in connection with such proceeding if such person acted in good faith and in a manner that such person reasonably believed to be in the best interests of the Corporation and, in the case of a criminal proceeding, had no reasonable cause to believe the conduct of such person was unlawful. The termination of any proceeding by judgment, order, settlement, conviction, or upon a plea of nolo contendere or its equivalent shall not, of itself, create a presumption that the person did not act in good faith and in a manner that the person reasonably believed to be in the best interests of the Corporation or that the person had reasonable cause to believe that such person's conduct was unlawful.

Section 3. Indemnification of Actions by or in the Right of the Corporation. The Corporation shall have power to indemnify any person who was or is a party, or is threatened to be made a party, to any threatened, pending, or completed action by or in the right of the Corporation to procure a judgment in the Corporation's favor by reason of the fact that such person is or was an agent of the Corporation, against expenses actually and reasonably incurred by such person in connection with the defense or settlement of such action, if such person acted in good faith, in a manner such person believed to be in the best interests of the Corporation and its shareholders. No indemnification shall be made under this Section 3 for any of the following:

(a) With respect to any claim, issue, or matter as to which such person shall have been adjudged to be liable to the Corporation in the performance of such person's duty to the Corporation and its shareholders, unless and only to the extent that the court in which such proceeding is or was pending shall determine on application that, in view of all the circumstances of the case, such person is fairly and reasonably entitled to indemnity for expenses and then only to the extent that the court shall determine;

(b) Amounts paid in settling or otherwise disposing of a pending action without court approval; or

(c) Expenses incurred in defending a pending action which is settled or otherwise disposed of without court approval.

Section 4. Indemnification Against Expenses for Successful Defense by Agent.

To the extent that an agent of the Corporation has been successful on the merits in defense of any proceeding referred to in Sections 2 or 3 of this Article VI, or in defense of any claim, issue, or matter therein the agent shall be indemnified against expenses actually and reasonably incurred by the agent in connection therewith.

Section 5. Required Approval. Except as provided in Section 4 of this Article VI, any indemnification under this Article shall be made by the Corporation only if authorized in the specific case, upon a determination that indemnification of the agent is proper in view of all the circumstances because the agent has met the applicable standard of conduct set forth in Sections 2 or 3 of this Article VI by any of the following:

(a) A majority vote of a quorum consisting of Board members who are not parties to such proceeding; or

(b) A finding by the court in which such proceeding is or was pending, on application made by the Corporation or the agent or the attorney or other person rendering services in connection with the defense, whether or not such application by the agent, attorney, or other person is opposed by the Corporation.

Section 6. Advance of Expenses. Expenses incurred in defending any proceeding may be advanced by the Corporation prior to the final disposition of such proceeding upon receipt of an undertaking by or on behalf of the agent to repay such amount if it shall be determined ultimately that the agent is not entitled to be indemnified as authorized in this Article VI.

Section 7. Other Indemnification. The indemnification provided by this Article VI shall not be deemed exclusive of any other rights to which those seeking indemnification may be entitled under any bylaw agreement, vote of disinterested Board members, or otherwise, both as to action in an official capacity and as to action in another capacity while holding such office to the extent such additional rights to indemnification are authorized in the Articles of the Corporation.

The rights to indemnity hereunder shall continue as to a person who has ceased to be a Board member, officer, employee, or agent and shall inure to the benefit of the heirs, executors, and administrators of the person. Nothing contained in this Section shall affect any right to indemnification to which persons other than such Board members or officers may be entitled by contract or otherwise, except as specified in this Article.

Section 8. Forms of Indemnification not Permitted. No indemnification or advance shall be made under this Article, except as provided in Section 4 or Section 5(d) in any circumstance where it appears:

(a) That it would be inconsistent with a provision of the Articles, Bylaws, or an agreement in effect at the time of the accrual of the alleged cause of action asserted in the proceeding in which the expenses were incurred or other amounts were paid, which prohibits or otherwise limits indemnification; or

(b) That it would be inconsistent with any condition expressly imposed by a court in approving a settlement.

No indemnification or advance shall be made under this Article VI for:

(1) Acts or omissions of a Board member involving intentional misconduct or a knowing and culpable violation of law.

(2) Acts or omissions that a Board member believes to be contrary to the best interests of the Corporation that involve the absence of good faith on the part of the Board member.

(3) For any transaction from which a Board member derived an improper personal benefit.

(4) Acts or omissions that show a reckless disregard for the Board member's duty to the Corporation in circumstances in which the Board member was aware, or should have been aware, in the ordinary course of performing a Board member's duties, of a risk of serious injury to the Corporation.

(5) Acts or omissions that constitute an unexcused pattern of inattention that amounts to an abdication of the Board member's duty to the Corporation.

(6) Any transaction between the Corporation and one or more of its Board members, or a corporation, firm or association in which one or more of its Board members has a material financial interest in violation of California Corporations Code Section 310.

Section 9. Insurance. The Corporation shall have power to purchase and maintain insurance on behalf of any agent of the Corporation insuring against any liability asserted against or incurred by the agent in such capacity or arising out of the agent's status as such, whether or not the Corporation would have the power to indemnify the agent against such liability under the provisions of this Article VI.

Section 10. Survival of Rights. The rights provided by this Article VI shall continue for a person who has ceased to be an agent, and shall inure to the benefit of the heirs, executors, and administrators of such person.

Section 11. Effect of Amendment. Any amendment, repeal, or modification of this Article VI shall not adversely effect an agents right or protection existing at the time of

such amendment, repeal, or modification.

Section 12. Settlement of Claims. Corporation shall not be liable to indemnify any agent under this Article VI or any amounts paid in settlement of any action or claim affected without the Corporation's written consent, which consent shall not be unreasonably withheld or, any judicial award, if the Corporation was not given a reasonable and timely opportunity to participate, at its expense, in defense of such action.

Section 13. Subrogation. In the event of payment under this Article VI, Corporation shall be subrogated to the extent of such payment to all the rights of recovery of the agent, who shall execute all papers required and shall do everything that may be necessary to secure such rights, including the execution of such documents as may be necessary to enable the Corporation effectively to bring suit to enforce such rights.

Section 14. No Duplication of Payments. Corporation shall not be liable under this Article VI to make any payment in connection with any claim made against the agent to the extent the agent has otherwise actually received payment, whether under a policy of insurance, agreement, vote, or otherwise, of the amounts otherwise indemnifiable under this Article VI.

ARTICLE VII

SPECIAL COMMITTEES

Special Ad Hoc Committees may be appointed by the President, with the concurrence of the Board, for such special tasks as circumstances warrant. Such special committees shall limit their activities to the accomplishment of those tasks for which they were created and appointed. Upon completion of the task, such special committees shall stand discharged.

ARTICLE VIII

OFFICIAL PUBLICATION

There shall be an "official publication" of the Corporation.

ARTICLE IX

OTHER PROVISIONS

Section 1. Records and Reports. The Corporation shall keep: (1) adequate and correct books and records of accounts; (2) written minutes of the proceedings of its Board and committees of the Board; and (3) a record of each Board member's name and address.

The Corporation shall keep at its principal office, or if its principal office is not in California, at its principal business office in this state, the original or a copy of the Articles of Incorporation and Bylaws, as amended to date, which shall be open to inspection by the public at reasonable times during office hours.

Section 2. Inspection by Board Members. Every Board member shall have the

absolute right at any reasonable time to inspect the Corporation's books, records, documents of every kind, physical properties, and the records of each of its subsidiaries. The inspection may be made in person or by the Board member's agent or attorney. The right of inspection includes the right to copy and make extracts of the documents.

Section 3. Annual Report. The Board shall cause an annual report to be sent to all Board members within 120 days after the end of the Corporation's fiscal year. That report shall contain the following information, in appropriate detail, for the fiscal year:

(a) The assets and liabilities, including the trust funds, of the Corporation as of the end of the fiscal year.

(b) The principal changes in assets and liabilities, including trust funds.

(c) The revenue or receipts of the Corporation, both unrestricted and restricted to particular purposes.

(d) The expenses or disbursements of the Corporation for both general and restricted purposes.

(e) Any information required by Article IX, Section 4 of these Bylaws.

The annual report shall be accompanied by any report on it of independent accountants or, if there is no such report, by the certificate of an authorized officer of the Corporation that such statements were prepared without audit from the Corporation's books and records.

This requirement of an annual report shall not apply if the Corporation receives less than \$25,000 in gross receipts during the fiscal year, provided, however, that the information specified above for inclusion in an annual report must be furnished annually to all Board members.

Section 4. Annual Statement of Certain Transactions and Indemnifications. As part of the annual report to all Board members, or as a separate document if no annual report is issued, the Corporation shall prepare and mail or deliver to each Board member a statement of any transaction or indemnification of the following kind within 120 days after the end of the Corporation's fiscal year:

(a) Each transaction (i) in which the Corporation, its parent, or its subsidiary was a party, (ii) in which an "interested person" had a direct or indirect material financial interest, and (iii) which involved more than \$50,000, or was one of a number of transactions with the same interested person involving, in the aggregate, more than \$50,000. For this purpose, an "interested person" is either of the following:

(1) Any Board member or officer of a corporation, its parent,

or subsidiary (but mere common directorship shall not be considered such an interest); or

(2) Any holder of more than 10 percent of the voting power of the Corporation, its parent, or its subsidiary. These statements shall include a brief description of the transaction, the names of interested persons involved, their relationship to the transaction, their relationship to the Corporation, the nature of their interest in the transaction and, if practicable, the amount of that interest, provided that if the transaction was with a partnership in which the interested person is a partner, only the interest of the partnership need be stated.

(b) Any indemnifications or advances aggregating more than \$10,000 paid during the fiscal year to any officer or Board member of the Corporation under Article VI of these Bylaws, unless that indemnification has already been approved by the members under Section 5238(e)(2) of the California Corporations Code.

Section 5. Construction and Definitions. Unless the context requires otherwise, the general provisions, rules of construction, and definitions in the California Nonprofit Corporation Law shall govern the construction of these Bylaws. Without limiting the generality of the preceding sentence, the masculine gender includes the feminine and neuter, the singular includes the plural, the plural includes the singular, and the term "person" includes both a legal entity and a natural person.

Section 6. Amendments. The Board may adopt, amend, or repeal the Bylaws, including, but not limited to, (a) fixing or changing the authorized number of Board members, (b) fixing or changing the minimum or maximum number of Board members, or (c) changing from a fixed number of Board members to a variable number of Board members or vice versa.

If any provision of these Bylaws requires the vote of a larger proportion of the Board than as otherwise required by law, that provision may not be altered, amended, or repealed except by that greater vote.

CERTIFICATE OF EXECUTIVE DIRECTOR

I, the undersigned, do hereby certify that:

(1) I am the duly elected and acting Executive Director and Secretary of CALIFORNIA STATE UNIVERSITY, FRESNO ALUMNI ASSOCIATION, INCORPORATED, a California nonprofit public benefit corporation; and

(2) The foregoing Bylaws, comprising nine (9) articles and nineteen

(19) pages, constitute the Bylaws of said Corporation duly adopted at a duly held meeting of the Board on March 11, 2004, and a duly held meeting of the members on _____, 2004.

IN WITNESS WHEREOF, I have hereunto signed my name and affixed the seal of the Corporation this ____ day of _____, 2004.

Executive Director and Secretary

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