



## ALUMNI

### Local Chapter Initiative

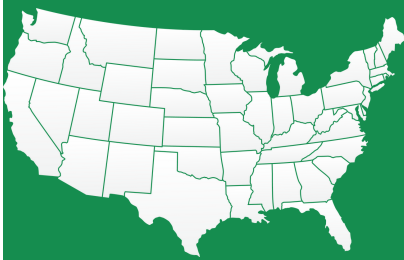
The Alumni Leadership Council proposes to lead an initiative to engage the NAF Alumni Network at the local level through local chapters. Local Alumni Chapters will create a bridge to NAF, build sustainability in academies, and increase alum participation. Local Alumni Chapters will enhance the sense of connection to their network, their academies, and NAF.

**Our Goal** **12** Local Chapters by November 2024

Local chapter will be led by passionate, disciplined, organized alumni leaders who can:

- Organize 2–3 Alumni events per year
- Increase Alumni volunteer participation to local academies
- Encourage advisory board membership where there are openings
- Drive engagement + build community

#### Proposed Local Alumni Chapters by City (Region)



- Milwaukee (Midwest)
- Detroit (Midwest)
- Northport (Northeast)
- DMV (Northeast)
- Upstate New York (Northeast)
- New York City (Northeast)
- Miami (South)
- New Orleans (Southeast)
- North Carolina (Southeast)
- Hawaii (West)
- Porterville (West)
- Dallas (Southwest)

### Benefit of Local Alumni Chapters

- Provides support and sustainability to NAF Academies
- Enhances the NAF Academy experience for current students
- Offers more targeted programming and resources
- Increases local business partners, organizations, and local policy support
- Creates stronger relationships with NAF and the Alumni network

### Proposed Timeline

- September 2023  
Solidify local chapter structure + processes
- Gauge initial leadership interest within the proposed locations
- October 2023  
Collaborate with NAF marketing team for messaging + materials
- November 2023  
Introduce Local Chapter during NAF Alumni Month



### Proposed Structure

Local chapters will comply with NAF's standards, yet have the ability to fundraise

Local chapters will quarterly report to NAF's Manager, Alumni Engagement and the ALC

Local chapters will seek guidance and resources such as marketing material and swag from NAF's Manager, Alumni Engagement and the ALC

*Connect, engage, and retain alumni at the local level*

“Over **112,000** academy students annually benefit from being a part of NAF, but the NAF experience doesn't stop in high school.

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**Our Goal** 12 Local Chapters by November 2024

 **Proposed Timeline**
**September 2023**

Solidify local chapter structure + processes

The communication process between chapters, the ALC, and NAF is a key aspect of ensuring the success of local chapters. In this phase, The ALC would develop the formality of the processes and structure for fundraising, the chain of communication, a chain of interest, and collecting alumni information.

**Steps:**

1. Collaborate with NAF Leadership (Susan Climan, Dr. Keisha Taylor, etc.) to establish a clear and concise set of bylaws or operating procedures that outline how the chapter will operate.
2. Create a communication plan between local chapters, ALC and NAF to keep informed about upcoming events, important dates, and other chapter news.
3. Establish success metrics for the local chapter.

Gauge initial leadership interest within the proposed locations

The ALC has identified potential leaders to establish a local chapter in our targeted area. In this phase, the ALC would reach out to our potential local chapter leaders and evaluate their interest in spearheading and leading their proposed chapters. This would be simply formalizing the title and delivering the expectations of the local chapters.

**Steps:**

1. ALC members personally reach out to the identified leaders and ask for interest
2. Conduct an informational call to overview details and answer any questions
3. Build leads for alternative leaders if our initial point of contact declines

**October 2023**

Collaborate with NAF marketing team for messaging + materials

**November 2023**

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