I. Purpose

This section outlines policy governing alumni relations programs, the purpose of which is to develop a maximum level of communication and involvement between UC Davis and its alumni. It also outlines policy for the establishment of alumni organizations related to campus units, as part of the alumni relations programs.

II. Definitions

A. Alumni Group—a group that (1) is organized and operated solely for the benefit of the University and its alumni with a demonstrated “geographic” or “special interest” affinity, (2) is recognized and sponsored by the Cal Aggie Alumni Association (“the Association”), and (3) whose membership consists of alumni from UC Davis. Examples are the Cal Aggie Marching Band Alumni Association and the Los Angeles Chapter of the Cal Aggie Alumni Association.

B. Constituency Alumni Group—a group that (1) is organized and operated solely for the benefit of the University and the alumni of a school, college, department, or other campus administrative or academic unit (“the constituent units”), (2) has as its purpose to provide support to the constituent unit and members, the alumni of that unit, (3) is recognized by the Association under designated authority from the Chancellor, and (4) whose membership consists of alumni from UC Davis. Examples are the Cal Aggie Engineering Alumni Association and the School of Medicine Alumni Association.

III. Policy

A. Alumni relations programs conducted by the Office of Alumni Relations are developed and conducted for the benefit of both the Association and the University, are developed and conducted for the benefit of UC Davis alumni and/or Association members, or lead to direct support of the University.

B. The Association serves as the official campuswide alumni association and the means of conducting UC Davis’s alumni relations programs via Alumni Groups and Constituency Alumni Groups.

   1. The Association ensures that recognized Alumni Groups and Constituency Groups are in compliance with applicable University policies and for maintaining written acknowledgement of University policies from group officers.
   
   2. The Association holds the authority to collect all membership dues as it maintains a separate 501c(3) nonprofit status that serves as the umbrella organization and oversight of all Alumni Groups and Constituency Groups.
   
   3. The Assistant Vice Chancellor—Alumni Relations (AVC/ED) acts as the Executive Director and the chief staff person of the Association responsible for the program direction of the Office of Alumni Relations and the Association, and acts as the principal alumni relations liaison for UC Davis.
   
   4. The Office of Alumni Relations establishes policies and standards to guide Alumni Groups and Constituency Alumni Groups that elect to organize and operate alumni relations programs.
5. Campus organizations (as defined in Section 270-05) must ensure that their alumni relations programs are coordinated through the Office of Alumni Relations.

IV. Recognition of Groups

A. Alumni Groups

1. Groups must enter into a memorandum of understanding with the Association in order to be recognized or to continue to be recognized by the Chancellor and the Association, and represent themselves as Alumni Groups related to UC Davis or to the Cal Aggie Alumni Association.

2. Alumni Groups must meet the following criteria:
   a. They must have a written purpose statement consistent with the purposes of the Association that is approved by the Board of Directors of the Association. It may not contain purposes that are contrary to established University or Association policies.
   b. A member of the group’s board must be identified as having responsibility for coordinating activities with the Association.
   c. There must be a demonstrated affinity among the proposed field of membership.
   d. They must have a regular program of activities or services for its members.
   e. Each group’s enabling documents must include a clause providing that in the event of dissolution or withdrawal of recognition, its assets will be transferred to the Association, The Regents of the University of California, or the Campus Foundation.
   f. Regional and special interest groups must appoint a representative to the Association’s Chapters and Networks Committee.
   g. Academic groups must appoint a member to the Association’s Alumni Council.

B. Constituency Alumni Groups

1. Groups wishing to be recognized as a Constituency Alumni Group by the Chancellor and the Association must submit a written request to the Association. Only affiliates of recognized groups may represent themselves as Alumni Groups related to UC Davis or as affiliates to the Association.

2. Groups that do not serve the best interests of the University; whose recognition is not consistent with campus priorities and programs; or who do not meet the required terms of recognition will be denied recognition by the Chancellor and the Association.

3. Constituency Alumni Groups must meet the following criteria:
   a. They must secure the sponsorship of the school, college, department, or other academic or administrative unit involved and be organized and operated administratively as a unit of the University.
   b. The administrative head of the sponsoring unit must serve as an ex officio member of the governing board of the group and of any executive or similar committee empowered to act for the governing board.
   c. They must have a written purpose statement that is consistent with the purposes of the Association that is approved by the Board of Directors of the Association. It may not contain purposes that are contrary to established University or Association policies.
   d. A member of the sponsoring unit's staff or the group’s board must be identified as having responsibility for ensuring compliance with this policy, coordinating activities.
with the Association, and identifying how the group intends to support these activities financially.

e. They must offer an organized and ongoing program of communications between the sponsoring unit and its alumni.

f. They must offer a regular program of activities or service for its members.

g. Each group’s enabling documents must be in accordance with University and UC Davis policies (see policies listed in V, below), and be approved in advance by the Chancellor.

V. Privileges

A. Alumni Groups and Constituency Alumni Groups maintain a close relationship with the University by virtue of their purpose and are granted the following privileges:

1. Use of the name of the University of California, Davis, or an abbreviation thereof, as part of the organization’s name, with the approval of the Chancellor. (See Section 310-65).

2. Use of the name of the Cal Aggie Alumni Association, or an abbreviation thereof, as part of the group’s name, with the approval of the Association.

3. Access to reservable University properties in accordance with Section 270-20.

4. Use of the campus mail for correspondence with members with campus addresses and for conducting the group’s business with campus departments.

5. Use of appropriate campus publications, on a space available basis, for announcements relating to the group.

6. Right to distribute information and literature by hand on UC Davis property in accordance with Section 310-25 and to post and exhibit materials on campus in accordance with Section 310-27.

7. Use of University service departments through the group’s unit affiliation.

8. Staff operational support through the sponsoring unit affiliation.

9. Accounting Office financial services, through the unit affiliation and with appropriate approvals.

10. Use of the Association’s multimedia channels for advertising events and services.

11. Use of the Association’s insurance policies to provide liability coverage for authorized events submitted through proper channels in advance of the event.

B. The AVC/ED must provide Conference and Event Services a current list of officially recognized Alumni Groups and Constituency Alumni Groups, with the individuals authorized to act on behalf of these organizations, to facilitate the groups’ use of University facilities and services.

VI. Further Information

Further information on alumni relations programs and the establishment of an Alumni Group or Constituency Alumni Group is available from the Office of Alumni Relations, (530) 752-0286 at alumni@ucdavis.edu.

VII. References and Related Policies


B. UC Office of the President: Guidelines on Campus Alumni Associations and Constituency Alumni Groups.
C. UC Davis Policy & Procedure Manual:

1. Section 270-05, Campus Organizations.
2. Section 270-16, Fund Raising on University Property.
3. Section 270-20, Use and Reservation of University Properties/Event Arrangements.
4. Section 270-60, UC Davis Support Groups.
5. Section 310-18, Mass Electronic Messaging.
6. Section 310-25, Distribution of Information and Literature.
7. Section 310-27, Posting of Information.
8. Section 310-40, University Communications: Publications, Graphic Standards, Marketing, Social Media and Media Relations.
9. Section 310-65, Use of the University’s Name, Seal, and Other Trademarks.