

EXCELSIOR COLLEGE ALUMNI VOLUNTEER POLICY

I. PREAMBLE

Excelsior College appreciates the many volunteer contributions made by its alumni. Alumni play a valuable part in promoting and sustaining the College. Therefore, Excelsior has instituted a policy for alumni volunteers to ensure that there is clarity as to what is expected of them and to define their role within the College community.

II. STATEMENT OF POLICY

Definition:

Alumni volunteers (“Volunteers”), also known as Alumni Ambassadors (“Ambassadors”), are individuals who serve solely in the role of volunteers offering their time and talents to assist the College and fellow alumni. Volunteers receive no monetary compensation for their participation in activities and events. Volunteers shall not be considered employees, independent contractors or agents of the College.

Volunteers shall have no authority to bind the College to any contract or other legal or fiduciary obligations.

Volunteer Expectations:

Volunteers can expect that College staff will:

Be respectful of their time and efforts

Respond to questions, feedback, and requests for information in a timely fashion

Keep them apprised of updates and changes at the College, as they become known, so they can remain informed in their role

Support their efforts as they align with the missions of the College and Alumni Association

Staff Expectations:

The College expects that Volunteers will:

Sign the Alumni Volunteer Consent Form prior to conducting any volunteer activities

Perform their duties to the best of their abilities

Act at all times in the best interest of the College’s mission

Adhere to College policies and procedures, including confidentiality of alumni information

Maintain an open line of communication and provide support and feedback to College staff, as requested, about their volunteer activities

Volunteer Activities:

Volunteers shall participate in activities at the discretion of the College staff. An illustrative but not exhaustive list of Volunteer activities follows:

- Speaking about your individual Excelsior experience in a group setting such as your workplace, community college and career fairs, and/or conferences/conventions.

- Mentoring military affiliated students (i.e., military, veteran, guard, reserve, DOD civilians, and their spouses) through a program coordinated by the Veteran Services Office, part of the Center for Military Education.
- Assisting the College's schools (Business and Technology, Health Sciences, Liberal Arts, Nursing, Public Service) or non-academic departments/units (i.e., Marketing, Public Relations, etc.) with efforts in advocacy, recruitment or outreach to help the College achieve its overarching goals.
- Supporting the Office of Alumni Affairs and/or the Alumni Association with goals for growing alumni engagement, such as:
 - Submitting news or developments about alumni in a particular region to the Office of Alumni Affairs
 - Promoting the College to others by talking about its goals, mission, and programs
 - Supporting marketing and promotional initiatives of the College
 - Coordinating or hosting activities and events for alumni and students
 - Offering advice on venues and suppliers for potential alumni events as needed
 - Referring friends and acquaintances to Excelsior to pursue their educational goals (volunteers shall receive no compensation of any kind for such referrals)
 - Sharing Excelsior College experiences with others both informally and formally by providing a testimonial that the College can use in its marketing materials
 - Staying active in social media and advocating on behalf of the College
 - Helping make phone calls and/or sending email to remind alumni about upcoming events as requested by the Office of Alumni Affairs
 - Acting as a point of contact for information and advice in particular career fields

Communication with Staff:

If a volunteer wishes to reach out to fellow alumni or organize an alumni event, they should contact the Office of Alumni Affairs for assistance in the planning process. Volunteers are expected to maintain an open line of communication and provide support and feedback to the staff, as requested. Volunteers are also expected to respect the professional experiences and abilities of the College's staff.

Communication with Alumni and Students:

The Office of Alumni Affairs can provide Ambassadors with lists of alumni names and email addresses, as well as data such as degrees and graduation dates while adhering to the requirements of the Family Educational Rights and Privacy Act, 20 USC 1232g (FERPA) and related regulations at 34 CFR Part 99 regarding the confidentiality of and access to student records. Ambassadors often use email to gauge the interest of alumni in their regions before planning an activity or event. Email is also the preferred method for invitations, as it is fast and free. However, please keep in mind that alumni and students receive many emails from the College, on a variety of topics, triggered by a complex electronic communication system. To ensure that alumni and students do not receive disparate messages and/or an unreasonable number of communications from the College, the Office of Alumni Affairs requests that email communication from

Ambassadors is coordinated with College staff. Through coordination, Ambassadors can ensure that their emails to alumni and students have a greater chance of being opened and read rather than deleted or relegated as “spam.”

Confidentiality/Non-Solicitation:

Excelsior has a unique relationship with its nearly 160,000 alumni and tries to honor and respect the privacy that alumni have come to expect from their alma mater. To that end, the College is very careful in sharing personal information with nonemployees. With that said, the College understands the importance of having this information in order for Ambassadors to be more effective in their tasks.

Depending on the volunteer role, Volunteers may be exposed to the personally identifiable information of other alumni for the purpose of providing networking and other assistance to fellow alumni. Volunteers shall keep any personally identifiable information confidential and use it solely for the limited purpose of assisting other alumni. Volunteers shall not use their position or Excelsior College alumni events as a forum to sell, advertise, market or in any way solicit alumni for their personal business, professional services, or the expression of personal, political, social or economic views.

Although Volunteers may directly send out emails or mailings to constituents, the amount of returned mail and email is such that it makes more sense for the Alumni Office to do it instead. The Alumni Office also removes the returned mail and email addresses from its database, so if a volunteer decides to send mail directly, he/she will want to follow the Alumni Office’s process to help remove these bad addresses.

Equipment or Software Access:

Permission for Volunteers to access College equipment (laptops, key fobs, etc.) or software (AC Pro, Sharepoint, etc.) shall be granted solely at the discretion of the College’s Vice President or Associate Vice President for Human Resources.

Liability:

Activities and events coordinated by Ambassadors are covered under the College’s liability policy if the group has received prior written approval of the activity from the Office of Alumni Affairs and has been provided with a valid Certificate of Insurance from the College’s Fiscal Office.

General Anti-discrimination/Anti-harassment Statement:

Excelsior College is committed to maintaining a fair and respectful environment. To that end, and in accordance with federal and state law, and College policy, the College prohibits any member of the staff, student body, and alumni body, volunteers or visitors at College events, whether they be guests, patrons, independent contractors, or vendors, from harassing and/or discriminating against any other member of the College community because of that person’s race, sex (including sexual harassment), sexual orientation, marital status, ethnicity or national origin, religion, age, genetic information, disabled status, or status as a veteran or disabled veteran. Incidents of harassment and discrimination will be met with appropriate corrective action in accordance with state and federal law.

III. IMPLEMENTATION DATE

September 1, 2015

IV. PUBLICATIONS

Ambassador Handbook

ALUMNI VOLUNTEER CONSENT FORM

I affirm that I am offering my services to Excelsior College on a volunteer basis. I understand that I will receive no pay, benefits or other privileges of employment of any kind for my services. I further understand that I am not eligible for worker's compensation benefits if I am injured or become ill as a result of my volunteer work, and I am not eligible for unemployment compensation benefits when my volunteer assignment ends. I also certify that I have not been promised and have no expectation that I will receive a paid position as a result of my volunteer work.

As an Excelsior College Alumni Volunteer, I acknowledge that I have read and agree to the policies stated above and the Ambassador Handbook. Also I agree to:

- Have any information I provide verified by College staff;
- Dress and behave in a manner that reflects positively on the College and is in compliance with the College's anti-discrimination policy when attending alumni events and activities;
- Serve as a public contact for the Alumni Association, allowing the College to share my name and email address with other alumni, students, staff, and faculty, and publish my biographical information (name, degree, graduation year, city and state of residence) in College materials (electronic and print);
- Have my name, likeness, photograph or other visual representation, as well as any oral or written comments or statements made concerning Excelsior College or its programs in any print, audio, visual or electronic medium, at the sole discretion of the College; and
- Refrain from speaking on behalf of the College and/or entering into contracts on behalf of the College. In all circumstances, request for comment from members of the media should be referred to the Office of Alumni Affairs.

I also acknowledge that Excelsior College may request my consent to conduct a background investigation on me at any time, and I understand that, should I refuse to give consent, I will be unable to continue acting as an Alumni Volunteer of Excelsior College.

Name

Date

Signature