BLACK & GOLD LEVEL
CHAPTER REQUIREMENTS

- Host a minimum of three events per year
  - Events should be diverse and include consideration of:
    1. Student/alumni event
    2. Social/networking event
    3. Community service event – UWMAA Alumni Community Engagement (ACE) or local community project
- Support UWMAA events, including Alumni Awards Evening, Panther Prowl, Master Chats, etc.
  - Work with UWMAA alumni engagement officer to:
    1. Promote events to intended audience(s)
    2. Provide quarterly updates of chapter activity and meetings
    3. Respond to UWMAA communications within 72 hours
- Maintain a chapter leadership committee/board of at least 12 members and work to engage additional at-large members
- Hold quarterly leadership committee/board meetings
- Complete UWMAA annual chapter report at the end of each fiscal year (June 30)
- Complete a UWMAA confidentiality agreement annually
- Submit annual chapter registration and annual plan
- Actively promote UWMAA initiatives

QUESTIONS?

Contact Alumni Engagement Officer Cynthia Fitzsimmons Krueger at fitzsimm@uwm.edu
UWMAA SUPPORT

Chapters that maintain Black & Gold level status will receive the following UWMAA support and resources:

MARKETING: UWMAA provides marketing support to promote chapter activity (based on overall UWMAA communication production schedule) to include: target broadcast emails, inclusion in UWMAA enews upcoming events, postcard mailers (based on funding availability), social media and online event registration.

FUNDING: UWMAA provides targeted financial support to recognized Alumni Chapters, and will base awarded funding on the following criteria:

CHAPTER ADVANCEMENT: increase current membership by engaging and involving new volunteers; identify and develop future leaders; engage members in meaningful and creative events and activities that increase their commitment to the chapter and connection to UWM.

STUDENTS: engage current UWM students; support student success and retention; assist students in career exploration; networking and development; contribute to campus traditions and building a welcome and inclusive campus community; promote UWM to prospective students; support Admissions efforts by participating in student recruitment-related events.

COMMUNITY SERVICE: engage alumni in service opportunities that strengthen communities while furthering their connection to UWM.

SCHOLARSHIP: support UWMAA student scholarships (including Panther Prowl); host fundraisers; participate in calling campaigns; collect gifts from fellow alumni and community members.

UWMAA STAFFING: Alumni Engagement Officer or other UWMAA staff member support available upon request, based on availability, for: leadership/board meetings; event planning resource; day of event support; giveaway items; and event supplies (nametags, UWMAA signage, etc.).

UWMAA SUPPLIES & SWAG: limited giveaway items (based on availability) and event supplies (nametags, UWMAA signage, etc.).

QUESTIONS?

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