

# Memorandum of Understanding



## **MUAA Mission Statement:**

The Marshall University Alumni Association (MUAA) is dedicated to advancing the goals and objectives of Marshall University as a premier research and teaching institution. Guided by the strategic priorities of the University, the MUAA pursues lifelong, mutually beneficial relationships between all constituent groups and organizations resulting in optimal levels of engagement and philanthropic support. In our daily work, we maintain a commitment to strengthening partnerships among the University community while facilitating the processes of communication, collaboration, and leadership in the field of development. At all times, we promote the very best of everything Marshall University has to offer.

## **MUAA Values: Diversity - Integrity - Loyalty - Pride - Respect**

These are the core values of the Marshall University Alumni Association that are used as a framework in the development and implementation of all activities and services, and in the promotion of the association and its work with Marshall University, its students, alumni and friends.

Marshall University alumni chapters exist to connect alumni, strengthen ties between alumni and their communities, and promote the spirit and mission of Marshall University.

All chapter leaders must submit this Memorandum of Understanding annually to be eligible for official recognition and support services from the MUAA and Office of Alumni Relations.

As a chapter leader, I agree to represent the MUAA in the following ways:

1. Be aligned with the MUAA mission and values statements.
2. Fulfill the expectations of an Old Main or John Marshall chapter to the best of my ability.
3. Provide programming for diverse interests and age groups.
4. Adhere to the brand guidelines of Marshall University and MUAA in all chapter communication.
5. Use communication and alumni data appropriately as per data confidentiality agreement.
6. Maintain the activity of the chapter's Facebook page or group.
7. Allow MUAA staff to be an administrator on the Facebook page or group and any other social media platforms maintained for official chapter promotion if applicable.
8. Assist in the transition of new chapter leadership.
9. Treat fellow volunteers and staff with respect at all times.
10. Support fundraising efforts for the Marshall University Foundation and/or the MUAA to the best of the chapter's ability.\*

\*Only applicable to John Marshall chapter leaders

The MUAA staff will provide resources and support to volunteers and chapters as outlined in the MUAA Chapter Playbook.

- The alumni relations staff will manage the official webpage for each chapter.
- The alumni relations staff will support events and activities via promotional material.
- The alumni relations staff will supply a chapter logo that is trademark compliant.
- The alumni relations staff will send a quarterly chapter leader newsletter/email listing important information, opportunities, and resources.
- The alumni relations staff will provide access to a Facebook network of fellow chapter leaders.
- The alumni relations staff will provide access to contact information for alumni in their area that will allow direct communication with chapter members who elect to participate.

I have read and understand the Memorandum of Understanding and will make every effort to comply with the expectations. Furthermore, I understand my failure to comply with these expectations may result in termination of leadership status. I am a volunteer/ambassador for the MUAA and receiving no compensation for my services.

Please sign and date:

\_\_\_\_\_  
Full Name (Printed)

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date (MM/DD/YY)

Approved by MUAA Staff Member:

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date (MM/DD/YY)