Letter from the President of the Alumni Association

Thank you for your interest in participating in a Stony Brook University Alumni Interest Group or Regional Chapter!

The Stony Brook Alumni Association is committed to providing our alumni with information, services, programs and opportunities to connect with each other and their alma mater. Whether you’re near or far, you have opportunities to attend events, volunteer, become active in special interest groups and further your career and education. We encourage you to strengthen your ties to the University, to create new friendships and networking opportunities and to serve the students and faculty of today and of future generations by participating in a local Chapter in your area or an Alumni Group.

There are many alumni who will be grateful for your taking the initiative toward involvement in a group. Like you, they would like to reconnect with each other, socialize together, support each other in their careers and other areas, and serve their alma mater. This document will provide you with a framework for your regional alumni group, a process for success, and guidelines for the annual activities of the group. You and your fellow alumni will add a customized look and feel that is unique to the interests of your members and region.

Sincerely,

Carol G. Gomes
Carol Gomes ’90, ’97
President
Stony Brook University Alumni Association
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The Mission and Vision of the Stony Brook Alumni Association

MISSION

The Stony Brook Alumni Association seeks to reach, serve and engage all Stony Brook alumni, students and other constituencies to foster a lifelong intellectual and emotional connection between the University and its graduates, and to provide the University with goodwill and support.

VISION

Stony Brook University alumni are a proud and engaged community that serves and supports the University, celebrates the achievements of students, faculty and fellow alumni, and works tirelessly to ensure that Stony Brook University stands with the finest universities in the world.
All you need to know about Alumni Chapters, Networks and Interest Groups

Alumni groups, including Chapters, Networks and Interest Groups, provide a unique opportunity to connect with more than 150,000+ other Stony Brook University alumni around the world. We encourage you to find a chapter where you live or become active with one of our many University Alumni Organizations. Don’t see a chapter or group in your area? Contact the Alumni Office to see how you can connect with other alumni and create a strong, meaningful network in your area. It is easy to do, and you will have the support of your alumni office along the way.

Leading a Chapter, Network or Interest Group Can Help:

- Strengthen your organizational, planning and networking skills
- Hone leadership skills and enjoy leadership recognition
- Provide professional development
- Build your résumé

Goals and Objectives

Alumni Interest Groups, Networks and Chapters help you and other alumni by providing opportunities to network, stay current and involved and support the mission of your alma mater.

Special alumni groups encourage and increase alumni participation and awareness through activities outside the Stony Brook area throughout the year. Interest Groups, Networks and Chapters are vital to our Institution and “bring Stony Brook” to our alumni no matter how far they live from campus.

The Stony Brook Alumni Association Recognizes and Supports Three Types of Alumni Groups:

Chapters

A Chapter is defined by alumni living in the same vicinity and is also developed by region. Local Alumni Chapters are a great way to stay involved with the University, network and socialize with other alumni in your area and develop volunteer initiatives in your local community. Typically, alumni chapters have a large concentration of alumni living within a 100 mile radius of a major city, have at least five active chapter leaders that assume coordinator roles, and host a minimum of three alumni activities per year.

Networks

Alumni Networks are casual groups of alumni in areas where alumni have expressed interest in group activities, but may not have a large concentration of constituents in the area or may not have five dedicated leaders. Networks are expected to have at least one alumni event per year and act as a resource or contact for the Alumni Office for Admissions events, Faculty visits, Athletic events, etc., in their area. Like other alumni groups, Networks connect alumni in an area or region and often act as vital networking resources for each other.

Alumni Interest Groups

Alumni Interest Groups are organized groups of alumni who share a common bond or affinity based on professional, academic, sport, club or other University affinity programs. The goal of an Interest Group is to provide alumni with opportunities to network and connect with other alumni with similar interests and to stay connected with their alma mater.
Existing Chapters, Interest Groups & Networks

The Stony Brook University Alumni Chapters, Interest Groups and Networks offer an opportunity for members of the University to reconnect with Stony Brook friends, roommates and teammates. Stony Brook’s community of 150,000 and growing alumni are eager to socialize, network and share experiences with fellow alums. Alumni have formed meaningful groups in order to help sustain connections through professional school chapters and maintain ties with their favorite Stony Brook clubs. Here are some existing groups:

ALUMNI CHAPTERS
- Northern New Jersey
- New York City
- Northern California / San Francisco Bay Area
- Washington, D.C.
- China
- India
- Korea
- School of Dental Medicine Alumni Chapter
- School of Medicine Alumni Association
- School of Nursing Alumni Chapter
- School of Professional Development

ALUMNI INTEREST GROUPS
- Stony Brook Athletic Bands Alumni Group
- Black & Latino Alumni Group
- College of Business, MBA Association
- Stony Brook Dance Team Alumni Group
- EOP/AIM Alumni Group
- The Founders Alumni Group
- LGBTQ Alumni Group
- Public Policy Alumni Group

ALUMNI NETWORKS
- Boston
- Chicago
- Long Island / Nassau County
- Phoenix, Arizona
- Southern California / San Diego, Los Angeles
- South Florida
Alumni Chapters and Interest Groups – Getting Started

Getting Started is easy and the Office of Alumni Relations is here to assist and support your efforts.

START YOUR OWN CONSTITUENT GROUP

Gather at least five people who share a similar interest with you or live in your region to form a group. We will ask that you create a mission statement and at least three goals to get started. See Appendix A: Alumni Interest Group, Network, and Chapter Application and Planning Form.

INITIAL MEETING

Hold a group organizational meeting with alumni and friends. At the meeting, discuss ideas for the Alumni Interest Group (AIG) or Chapter that include:

- Establishing the mission for the group
- Identifying events of interest to the group
- Naming potential group leaders
- Determining how active the group should be and set goals for upcoming activities

Once an organizational meeting has been held, submit a chapter / AIG plan and the name of the group leaders to the Stony Brook Alumni Association for review and support.

GROUP STRUCTURE

The AIG leaders are volunteers whose role is to maintain the momentum of the group by suggesting and hosting events and keeping an open line of e-communication with its members. There is flexibility in structuring your group as it works best for you and your peers.

With a more formal group structure, chapters are typically formed around a “school” or academic department and have the support of the Dean.

Whether establishing a formal or informal group leadership, the key to success is to organize duties so that no one person carries all of the responsibilities and new ideas are welcomed and introduced.

It is recommended that group responsibilities are divided among several people, for the following reasons:

- Alumni group leaders volunteer for certain areas of interest. For example, one leader may take charge of career and networking events, while another may lead activities related to supporting Stony Brook students.
- Backup: It is important to have someone to step in if another group leader cannot be there.
- Avoiding Burnout: Having several strong group leaders allows the alumni volunteers to spread out responsibilities and take advantage of individual areas of expertise and talent. No one person can do it all, so strong group leadership is encouraged to avoid burnout.
- Training: Giving potential leaders responsibility in the operation of the group ensures a continuous wealth of talent that can be drawn on for future participation and leadership.

GENERAL RESPONSIBILITIES OF ALL GROUP LEADERS:

- A commitment to supporting the mission and values of Stony Brook University and the Alumni Association.
- An understanding of how group leaders and volunteer duties contribute to the success of the group.
Knowledge of the Alumni Association activities, goals and materials and collaboration with contacts in the office of Alumni Relations.

Maintaining a strong working relationship and communication with the Office of Alumni Relations.

Encouraging other alumni leaders, volunteers and alumni at large and setting a strong positive example of dedication to serving the Institution and each other.

A commitment to involve as many members as possible in group activities by promoting opportunities and responsibilities among members.

A commitment to promoting the activities of the group via the Alumni Association’s Web page, social media sites and other e-newsletters and communication.

A commitment to training new volunteers and sharing information to ensure the ongoing success of the group and future leaders.

GROUP LEADER JOB DESCRIPTIONS

CHAIR AND CO-CHAIR(S)

Ensure that the group remains active and offers opportunities for alumni to participate in events and activities throughout the year.

Convene, set agendas, manage meetings, and ensure that all tasks are assigned and completed.

Serve as the primary contact and consistently communicate with the Office of Alumni Relations.

Identify, recruit and encourage new members of the group.

EVENT COORDINATOR

Researches, shares ideas, and coordinates diverse alumni events and activities that attract and appeal to a broad range of alumni.

Works with the office of Alumni Relations to coordinate social, academic, athletic and special events by making the arrangements, including reserving rooms and event space, coordinating refreshments, setting up the room and arranging any equipment.

Maintains a list of attendees at each event and forwards to Alumni Relations staff within one week of the program.

SOCIAL MEDIA, E-COMMUNICATION, WEBSITE COORDINATORS

Increase the presence and awareness of the group via social media, e-communication and the Alumni Association website.

Assess social media and e-communication opportunities and make recommendations to enhance existing communication opportunities and create new ones.

Promote Stony Brook “happenings” and good news to members of the greater alumni community.

Promote invitations to upcoming events and alumni activities.

Create and promote post-event “press releases,” such as social media updates.
STUDENT ENGAGEMENT COORDINATORS

• Coordinate, participate in and act as liaisons to Admissions in Recruitment activities, “Seawolf Send-off” events, etc.
• Host/organize alumni–student mixer events during school breaks. For example, host a local “Seawolf Supper” or “Seawolf Salute” during the semester or during breaks.
• Act as a liaison to appropriate student focused committees.

CAREER NETWORKING COORDINATORS

• Research, share ideas, coordinate and participate in programs that assist current students and alumni with career-focused issues.
• Serve as the Career Liaison to the Office of Alumni Relations, the Career Center, and Career Development Committee.

NAMING YOUR AIG, CHAPTER OR NETWORK

Choose a name for the proposed chapter. Only groups affiliated with the Stony Brook Alumni Association may use the term “Alumni Association” within the chapter or constituent group name.

Fill out the AIG/Chapter/Network Application to stay connected to and receive support from the office of Alumni Relations. This application asks you to provide the name, address, home and/or work phone numbers, fax number and email address for the person willing to be the local contact and to promote the organization of the group. Please also provide one other person who is willing to assist with organizing the group. Submit this application to the Stony Brook Alumni Relations office.
Alumni Group Event and Activity Suggestions

Chapters, Networks and Interest Groups should host diverse events and activities that attract and appeal to a broad range of alumni. Possible events include networking events, educational or cultural events, sporting events and/or other social events like the following:

ATHLETIC EVENTS
- Group tickets to SBU athletic events (away games played in your area)
- Game-watch receptions (many Stony Brook Athletic games are nationally televised and a great way to get alumni together for fun, casual events)
- Tailgate parties
- Group tickets to professional sporting events

SOCIAL EVENTS
- Networking events and Happy Hours
- Potlucks and BBQs
- Family outings: trips to the zoo, picnics, amusement parks visits, museums
- Wolfstock — A Homecoming Reunion. Bring an alumni group back to Stony Brook to tour campus, enjoy the tailgate BBQ and cheer on the Seawolves at the football game
- Golf outings
- Holiday parties

SERVICE EVENTS AND ACTIVITIES THAT SUPPORT STONY BROOK UNIVERSITY STUDENTS
- Select a charity and volunteer to assist at an event or fundraiser for that charity. Stony Brook offers many opportunities to show your support as a group and make a meaningful difference for a charitable organization.
- Host Stony Brook University admissions and recruitment events
- Host “Seawolf Send-off” events (new student welcome events): Chapters of the Alumni Association host summer send-offs for new students and their parents across the country to welcome them into the Stony Brook University community.
- Career Advisor — Provide career advice to Stony Brook students and other alumni via the Career Center. It’s easy to do and a great way to help Stony Brook students and alumni no matter where you live.

EDUCATIONAL AND CULTURAL EVENTS
- Group tickets for concerts, plays, musicals or comedy shows
- Tour of museums / local attractions
- Seminars or motivational speakers
- Educational workshops
- Career counseling seminars
- Campus representative speakers. Stony Brook faculty members often speak at alumni events around the world. The office of Alumni Relations will inform you when faculty members are scheduled to be in your area.
- Notable alumni speakers

REUNIONS
Contact the Alumni Association and we will work with your group to plan a successful and memorable reunion.
Support from your Office of Alumni Relations

The Stony Brook Alumni Association offers your chapter or interest group substantial support for success by providing:

- Promotion of event(s) on Alumni Association web and social media sites
- Promotion of event(s) through the monthly e-newsletter, Stony Brook Matters
- Promotion of event(s) via blast email to geographic area
- Administrative support with event registration RSVP
- Dedicated Chapter pages on the Stony Brook Alumni Association website (part of the University’s website)
- Stony Brook Alumni Association giveaways to use at your events
- Cover up-front costs (room rental deposit, catering deposits, tickets) to be reimbursed through event sales
- Opportunity to apply for funding for your event or program. You must complete funding application for consideration.
- Lists of alumni in geographic regions

To benefit the most from this support, please contact the Office of Alumni Relations as soon as you have a date for your event. The more notice we have before the event, the more support and promotion we can offer you. Please contact us at least six weeks prior to an event.

Contact Information:

Janet Masini
Alumni Relations Coordinator
Stony Brook University
University Advancement
E1315 Melville Library
Stony Brook, New York 11794-3354
Direct Phone: (631) 632-6212
General Office Phone: (631) 632-6330
Fax: (631) 632-0626
Email: janet.masini@stonybrook.edu

See Appendix C for descriptions of the Alumni Relations Team at Stony Brook University.
APPENDIX A

Alumni Interest Group and Chapter Application and Planning Form

Chapter Leader Name ____________________________ Class Year ____________________
Home Address ____________________________________________
Business Title ____________________________________________
Employer ____________________________________________
Business Address ____________________________________________
Business Phone ____________________________ Home Phone ____________________________
Cell Phone ____________________________ Email ____________________________
Preferred method of communication: (phone or e-mail): ____________________________

Co-Chairperson Name ____________________________
Home Address ____________________________________________
Business Title ____________________________________________
Employer ____________________________________________
Business Address ____________________________________________
Business Phone ____________________________ Home Phone ____________________________
Cell Phone ____________________________ Email ____________________________
Preferred method of communication: (phone or e-mail): ____________________________

Please name the other Alumni Coordinators for your group: ____________________________

Proposed Chapter or Group Name / Concept: ____________________________

Statement of Purpose for the Group: ____________________________

Three goals for the group: ____________________________

PLEASE COMPLETE AND RETURN TO:

Alumni Relations Coordinator, Stony Brook University, E1315 Melville Library, Stony Brook, New York 11794-3354; by fax: (631)632-9626; or email: janet.masini@stonybrook.edu
APPENDIX B

Stony Brook University Alumni Association Chapter/
Affinity Group Annual Action Plan

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*The mission of the Stony Brook Alumni Association is to reach, serve and engage all Stony Brook alumni, students, and other constituencies to foster a lifelong intellectual and emotional connection between the University and its graduates, and to provide the University with goodwill and support.*
APPENDIX C

Alumni Relations Team

MATTHEW COLSON  
Executive Director of Alumni Relations  
Email: Matthew.Colson@stonybrook.edu  
Phone: (631) 632-4062

Matthew is responsible for the overall development and oversight of events, programs, services and communications for Stony Brook's more than 150,000 alumni worldwide. He works closely with the Stony Brook Alumni Association's Executive Committee and with University Administration to develop student and alumni experiences that will create and sustain lifelong relationships between alumni and the University.

STEPHANIE TARANTINO NEIDHART  
Senior Coordinator of Alumni Relations  
Email: Stephanie.Tarantino@stonybrook.edu  
Phone: (631) 632-9113

Stephanie coordinates Alumni Association events and programs targeted to current Stony Brook University students, engaging students and alumni together from the admissions process through graduation. She is the primary liaison to Student Affairs and the Student Ambassador Program. Stephanie works closely with the Alumni Admissions Ambassadors and Alumni Career Ambassadors respectively.

KRISTIN MATTHEWS  
Associate Director of Alumni Relations  
Email: Kristin.Matthews@stonybrook.edu  
Phone: (631) 632-6130

Kristin is responsible for the strategic development of outreach strategies, volunteer management and delegation and implementation of techniques to assist in the management of general administrative functioning of the Office of Alumni Relations. She works closely with the Association’s Reunion and Homecoming committees and also serves as the Alumni Relations liaison to the School of Dental Medicine, Corporate Alumni Gatherings and the University's 40 Under 40 Alumni Awards Program. Kristin oversees the on-boarding of recent graduates into the Alumni Association, manages the Alumni social media pages and plays an integral role in the execution of the Association’s variety of digital communications.

MARY HOFFMANN  
Alumni Relations Coordinator  
Email: Mary.Hoffmann@stonybrook.edu  
Phone: (631) 632-4995

Mary is the Alumni Relations liaison to the Stony Brook Medicine alumni boards and is focused primarily on alumni programming for four of the University's Health Sciences professional schools including Stony Brook School of Medicine, Nursing, Social Welfare and Health and Technology Management. Mary works closely with the Association’s Past Presidents and Distinguished Alumni Awards committee.
JANET MASINI
Alumni Relations Coordinator
Email: Janet.Masini@stonybrook.edu
Phone: (631) 632-6212

Janet is responsible for planning and implementing regional and affinity related alumni activities. Working with alumni and campus partners, she ensures that innovative events and programs are offered to alumni around the world. Janet facilitates Great Minds in your Neighborhood for when faculty travel to your area and works closely with the Board for their annual Golf Classic and Student Awards & Scholarships events.

NIKKI BARNETT ’01, ’03
Senior Career Consultant for Alumni
Email: Nikki.Barnett@stonybrook.edu
Phone: (631) 632-6810

Nikki provides individual career consultation, webinars / workshops and professional enhancement for all levels of our alumni population: recent graduates / entry-level alumni, mid-level and experienced alumni. Nikki also works with seniors exploring different career paths in need of career direction (future alumni).

DOROTHY (DEE) SCUTERI
Assistant to the Executive Director of Alumni Relations
Email: Dorothy.Scuteri@stonybrook.edu
Phone: (631) 632-6380

Dorothy manages the daily operations of the office, including department finances. She also manages the Association’s quarterly board meetings.
APPENDIX D

A Brief Ethos of the Stony Brook University Alumni Association

The Stony Brook Alumni Association (SBAA) seeks to reach, serve and engage all Stony Brook alumni, students and other constituencies to foster a lifelong intellectual and emotional connection between the University and its graduates, and to provide the University with goodwill and support. Founded in 1965, the SBAA was established as a 501(c)(3) non-profit organization with an active Alumni Board, special alumni committees and regional and special interest chapters and clubs. stands with the finest universities in the world.

SBAA sponsors many Stony Brook annual traditions including Homecoming weekend, the Distinguished Alumni Awards Dinner and dozens of enriching workshops, social networking events and other alumni-exclusive events. Stony Brook Matters, our monthly e-newsletter shares stories about Stony Brook’s 155,000+ alums who have distinguished themselves in virtually every field, profession, and industry. Many of our accomplished alumni also donate their time, talents and resources to helping current Stony Brook students get the most out of their college experience.

We offer opportunities in leadership growth for current students as well as scholarships every year to students who demonstrate Stony Brook’s tradition of excellence in and outside the classroom. The Alumni Association is led by a volunteer Board of Directors made up of Stony Brook alumni representing the interests of the Association. The Board of Directors holds four meetings each year at Stony Brook. At the BOD meetings, vibrant discussions flourish about a range of University affairs, and members have the opportunity to collaborate with current students, administrators and staff. Echoing the mission of its founders, the Alumni Association plays a pivotal role in maintaining and sustaining a worldwide Stony Brook Community.
APPENDIX E

About Stony Brook University

FROM ITS BEGINNINGS A HALF-CENTURY AGO, STONY BROOK UNIVERSITY HAS BEEN CHARACTERIZED by innovation, energy and progress, transforming the lives of people who earn degrees, work and make groundbreaking discoveries here. A dramatic trajectory of growth has turned what was once a small teacher preparation college into an internationally recognized research institution that is changing the world.

Stony Brook’s reach extends from its 1,039-acre campus on Long Island’s North Shore — encompassing the main academic areas, an 8,800-seat stadium and sports complex and Stony Brook Medicine — to Stony Brook Manhattan, a Research and Development Park, four business incubators including one at Calverton, New York, and the Stony Brook Southampton campus on Long Island’s East End. Stony Brook also co-manages Brookhaven National Laboratory, joining Princeton, the University of Chicago, Stanford, and the University of California on the list of major institutions involved in a research collaboration with a national lab.

And Stony Brook is still growing. To the students, the scholars, the health professionals, the entrepreneurs and all the valued members who make up the vibrant Stony Brook community, this is not only a great local and national university, but one that is making an impact on a global scale.

RANKINGS YOU SHOULD BE PROUD OF...

- **Ranked in the top 1 percent** of all universities in the world by the *Times Higher Education World University Rankings*
- **Ranked one of the top 100 universities** in the nation and one of the **top 35 public universities** by *U.S. News & World Report*
- **Ranked one of the 30 best values** in public colleges and universities by *Kiplinger*
- **One of only 10 universities nationwide** recognized by the National Science Foundation for combining research with undergraduate education
APPENDIX F

The Five-Part Mission of Stony Brook University

- to provide comprehensive undergraduate, graduate and professional education of the highest quality;
- to carry out research and intellectual endeavors of the highest international standards that advance knowledge and have immediate or long-range practical significance;
- to provide leadership for economic growth, technology and culture for neighboring communities and the wider geographic region;
- to provide state-of-the-art innovative health care, while serving as a resource to a regional health care network and to the traditionally underserved;
- to fulfill these objectives while celebrating diversity and positioning the University in the global community.