

# Forming your Team

Do you think Dean Smith could have run Four Corners with just one player? Neither do we. We believe the most effective structure for a Carolina Club is a task-specific committee structure, and we encourage two-year terms to broaden and diversify participation on the club leadership committee.

The following is a listing of positions that the General Alumni Association recommends each club fill to ensure a successful club program. **Club leaders must be current members of the General Alumni Association.**

Realizing that clubs are not one size fits all, we understand that some clubs may thrive with the suggested essential positions listed below while others will require more leadership team members

Essential Positions:

- **Leader**
- **Co-Leader or Leader Elect**
- **Treasurer**
- **Communications Manager**

Detailed responsibilities for the leadership committee begin on page **10**.

Detailed job descriptions of volunteer positions begin on page **11**.

# CLUB LEADERSHIP COMMITTEE

- Serve as the official representatives of the local club
- Understand and adhere to the GAA Operating Guidelines
- Administer and supervise all club affairs
- Provide leadership and direction to the club
- If applicable, appoint committee chairs and assist with committee member recruitment
- Ensure sustainability of the club and continuity of leadership with the following:
  - Plan activities that appeal to a wide spectrum of interest and build pride among alumni
  - Identify and recruit new club volunteers
  - Share opportunities for area alumni to support the development and execution of club activities
  - Have a clear transition plan in place
  - Build a cohesive team within club leadership committee and area alumni
  - Ensure strong leadership succession by identifying and recruiting new club volunteers
  - Establish short and long-range objectives and goals

*PLAY HARD.  
PLAY SMART.  
PLAY TOGETHER  
DEAN SMITH*

# ESSENTIAL CLUB LEADERSHIP POSITION DESCRIPTIONS

## **Club Leader**

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## **Co-Leader**

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## **Treasurer**

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## **Communications Manager**

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# CLUB LEADER

Length of Commitment: Two Years

Time Involvement: 10-15 hours per month

## **Duties/Responsibilities:**

- Be a current member of the General Alumni Association
- Oversee the activities of the Club Leadership Committee
- Be familiar with & encourage use of all guidelines found in the Alumni Club Handbook
- Build a cohesive team amongst the board members and members of the club
- Provide leadership and direction through the administration and supervision of all club affairs
- Lead the club in achieving the goals and expectations set-forth
- Serve as main club contact between club, UNC General Alumni Association and interested alumni and friends in the local club area
- Coordinate and preside over monthly club leadership committee meetings (lead meeting, set agenda, location, and schedule, etc.)
- Attend the Club Leaders Training Workshop (highly recommended)
- Abide by GAA Club Leader's Agreement (see last page)
- Have overall financial responsibility for the club
- Approve all club communications
- Ensure the completion of the club annual report each year and submit it to the GAA by the specified deadline.

# CO-LEADER

Length of Commitment: Two Years

Time Involvement: 5-10 hours per month

## **Duties/Responsibilities:**

- Be a current member of the General Alumni Association
- Serve as the outreach point of contact by representing the GAA in the local area
- Perform the duties of the President in his or her absence
- Coordinate club programming
- Oversee committees and serve as liaison between the committee leadership and the club leadership team, including but not limited to the following:
  - Follow up with committee leaders to ensure committees stay on target with their specific tasks
  - Assist with recruitment of committee members to manage programs and serve as potential successors for committee leadership
  - Provide committee reports at club leadership meetings
- Attend the Club Leaders Training Workshop (highly recommended)
- Abide by GAA Club Leader's Code of Conduct (see last page)
- Coordinate with the President on short and long-range objectives and goals
- Provide information for newsletters, social media, and mailings to the communication manager, including information about upcoming events

# TREASURER

Length of Commitment: Two Years

Time Involvement: 3-5 hours per month

## **Duties/Responsibilities:**

- Be a current member of the General Alumni Association
- Ensure club finances are managed in accordance with GAA guidelines
- Maintain and supervise the club bank account with the following:
  - Collect and distribute the club's finances (bills, receipts, scholarship fund, etc.) in a timely manner
  - Monitor and keep accurate records of all club financial transactions
  - Oversee the club budget and keeping records of all receipts and financial transactions
  - Work with event chairs to ensure that programs are within the club's budget
  - Assist with the development of the club budget
  - Prepare financial reports for Club Leadership Committee meetings and for the annual report
- For Clubs with GAA deposit accounts through Bank of America
  - Communicate with GAA Business Office and responds to all correspondence
- For Clubs with checking accounts
  - Make sure there are two current signatures (one of which belongs to a GAA staff member) on file for checking account
- Identify potential successors
- Attend the Club Leaders Training Workshop (optional, but highly recommended)
- Manage all aspects of club scholarship initiative

# COMMUNICATIONS MANAGER

Length of Commitment: Two Years

Time Involvement: 3-5 hours per month

## **Duties/Responsibilities:**

- Be a current member of the General Alumni Association
- Actively maintain club-specific social media accounts and ensure that GAA staff have co-administrator status
- Publicize club activities through email, social media and the club website with the following:
  - Send event invitations and club news via GAA-provided email opt-in list
  - Update the club's online social media presence at least once a month
  - Update the club's Alumni Spaces webpage each month, with news and/or event information
  - Post ALL club activities and events on club's alumni spaces website
  - Submit broadcast request and app notification request forms in accordance with the submission guidelines provided by the GAA
  - Ensure all club contact information correct and easily accessible on all club platforms
- Provide information to the General Alumni Association for printed notices in an appropriate and timely fashion
- Collect and send information/photographs to the GAA for the Carolina Alumni Review and GAA social media accounts
- Identify potential successors
- Attend the Club Leaders Training Workshop (highly recommended)
- Email attendees before the event as a reminder and with last minute details. Also email them after the event as a thank you and as an opportunity to market future events

## COMMUNICATIONS MANAGER (CONTINUED)

- Serve as contact for scheduling broadcast e-mails with AR staff
- Take notes at club leadership meetings and send copies to club leadership team