

Expectations and Resources

	CAT 5	CAT 4	CAT 3
UM Dedicated Resources			
Market Data	Yes	Yes	Yes
Dedicated Staff Member	Yes	Yes	Partial
Regional Engagement Staff Visits*	3-4	2-3	No*
C.A.N.E.S. Programming Boxes	Yes	Yes	Yes
C.A.N.E.S. Credit (<i>if applicable</i>)*	\$200	\$150	\$100
Office of Engagement Supported Events*	3	2	No*
UM Branded MailChimp Templates	Yes	Yes	Yes
Electronic Registration and Event Check-in via Localist	Yes	Yes	Yes
ListServ Access	Yes	Yes	Yes
Marketing Materials* (including social media assets)	Branded Programs and UM Supported Events	Branded Programs and UM Supported Events	Branded Programs Only
Metrics			
Engagement: Serve as alumni ambassadors in market to build relationships, host gatherings, identify volunteer leaders, and build the pipeline	Mandatory	Mandatory	Mandatory
Engagement: Host an event that meets criteria for each of the C.A.N.E.S. programming model categories	Mandatory	Mandatory	Suggested
Fundraising: Add a gift component to regional events, where appropriate, which supports increased Alumni Participation Rate	Suggested	Suggested	Suggested
Fundraising: Increase number of Donors contributing to Scholarship Fund during Giving Day	Suggested	Suggested	Suggested

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Leadership			
Serve as an Alumni Council Member (President/President-Elect)	Yes	Yes	Yes
Participate in joint UMAA Board and Council Meeting (President and President-Elect only)	Mandatory	Mandatory	Mandatory
Appoint and Maintain Executive Board (pipeline of qualified alumni volunteer leaders contributing to Scholarship Fund)	Yes	Yes	Yes
Host regular Local Executive Board Meetings	Yes	Yes	Yes
Attend 1:1 UM Regional Liaison and President and President Elect Meetings	Monthly	Monthly	Quarterly
Attend Volunteer Leadership Trainings	Yes	Yes	Yes
Programming & Events			
C.A.N.E.S. Branded Programming/ Events Requirement	5	4	3
Support UM annual Giving Day* (Ask and/or Social Media Ambassador)	Mandatory	Mandatory	Suggested
Calendar of Events (based on fiscal year/academic semesters)	Mandatory	Mandatory	Suggested
Communications & Reporting			
Regional Engagement Team admin. access to Social Media Accounts	Mandatory	Mandatory	Optional
Collaborative Communications	Mandatory	Mandatory	Suggested
Post Event Attendance List via Localist	Mandatory	Mandatory	Mandatory
Post Event Follow-up and Survey	Yes	Yes	Suggested
<i>*Denotes benefits and resources that may be impacted by COVID, programming, and/or budget. The University will do its best to provide as much support as possible.</i>			