Regional Alumni Chapter Guide
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Welcome

Congratulations on becoming an active member of your alumni chapter! Whether you are starting up a new club or simply taking a new role in an established chapter know that this guide was made with you and all of your questions in mind. Please take the time to read the guide in its entirety. Outlined in the pages that follow is everything you need to know—need to do and how the RIT Office of Alumni Relations can help!

RIT’s Alumni Chapter network exists to connect you with RIT alumni around the world. The Chapters collectively host over 250 events worldwide each year, involving over 7,000 alumni! These activities span all interests from sports to the performing arts to online networking and we are looking to increase the alumni participation in all types of events.

If you can’t seem to find the answer to your questions in this guide, please feel free to contact me. Thanks for taking the time to participate in your local alumni chapter and most importantly, have fun!

Jon Rodibaugh
Director - Chapter Programs
Office of Alumni Relations
Rochester Institute of Technology
(585) 475-4485
jprrar@rit.edu
Thank You

On behalf of the Alumni Association Board of Directors, we would like to extend our sincere gratitude for your willingness to volunteer and represent our alma mater. Your contributions in both time and energy make it possible to achieve a greater level of connectivity between RIT graduates.

Just as RIT has become known as the “innovation university”, we are always looking for innovative and creative ways to help connect alumni with each other as well as with students, faculty & staff. So don’t hold back! Your feedback and volunteerism is vital to RIT’s mission.

The Alumni Association Board of Directors has a Chapter Programs Committee that is responsible for reviewing the overall direction of the Institute’s alumni outreach programs. Its membership is composed of members of the Board as well as officers of the Institute. Our goals are to

- analyze and develop Chapter programs, events, and activities for the Institute
- review and compare peer institution programs, events, and activities
- monitor programs and track success
- make recommendations concerning the expansion or curtailment of programs
- create the evaluation process for the Institute’s alumni relations programs
- identify regionally-based volunteers to help support activities

If there is anything our committee can do to help achieve your goals as a volunteer, please feel free to contact me.

Sincerely,

Kim Conti ’90
Chair, Chapter Programs Committee
Alumni Association Board of Directors
kim@kimberlysre.com
About

The RIT Alumni Association

The RIT Alumni Association fosters understanding, engagement, and support of RIT and its mission of education and service and creates lifelong connections among alumni as well as students, parents, faculty, and friends. Membership in the Alumni Association is automatic, for life, and does not require a fee. RIT defines alumni as all former students who have attended RIT for at least one semester and left RIT in good standing. The Office of Alumni Relations is part of the overall Development and Alumni Relations division and works in conjunction with the Alumni Association and its Board of Directors. Visit www.rit.edu/alumni for information on Development and Alumni Relations and a complete listing of Alumni Relations programs.

The Alumni Relations staff assists volunteer leadership in their efforts to connect alumni, friends and RIT by serving as consultants providing support, offering guidance and exploring new ideas.
RIT Alumni Chapters

RIT Alumni Chapters are the foundation of the Alumni Association. They are organized by geographic area and provide a great way to connect alumni, parents, students, and friends worldwide in the name of RIT. Hard-working volunteers – along with the Office of Alumni Relations – plan and implement a full calendar of events and programming for each chartered chapter. Examples include:

- Educational events featuring RIT professors, administrators, or local alumni speakers
- Cultural events, such as attending performances with seating for RIT alumni and friends, or visits to local art exhibits with a special RIT tour
- Events welcoming incoming students into the RIT community
- Networking events
- Gatherings to cheer RIT sports teams on to victory
Chapter Information

Chapter Level Descriptions

Chapter support from the Office of Alumni Relations is determined by the alumni population in a region. Chapter levels are not permanent and their positioning can be evaluated on an annual basis. International, young alumni, corporate and affinity/special interest chapters do not fall into these levels and are not required to meet the same criteria. The minimum number of alumni needed in a region to start a chartered chapter is 400; however, we will do our best to accommodate alumni groups of any size in any region for the purpose of alumni engagement and support of RIT and its mission.

<table>
<thead>
<tr>
<th>Alumni Chapter</th>
<th>Alumni Population</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Austin/San Antonio</td>
<td>595</td>
<td>1</td>
</tr>
<tr>
<td>Charlotte</td>
<td>823</td>
<td>1</td>
</tr>
<tr>
<td>Cincinnati/Dayton</td>
<td>527</td>
<td>1</td>
</tr>
<tr>
<td>Cleveland/Akron</td>
<td>658</td>
<td>1</td>
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<tr>
<td>Dallas/Ft. Worth</td>
<td>714</td>
<td>1</td>
</tr>
<tr>
<td>Detroit</td>
<td>669</td>
<td>1</td>
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<tr>
<td>Houston</td>
<td>448</td>
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<tr>
<td>Phoenix</td>
<td>949</td>
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<tr>
<td>Pittsburgh</td>
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<td>1</td>
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<tr>
<td>Seattle</td>
<td>763</td>
<td>1</td>
</tr>
<tr>
<td>Utica/Rome</td>
<td>704</td>
<td>1</td>
</tr>
<tr>
<td>Albany</td>
<td>1,967</td>
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<tr>
<td>Atlanta</td>
<td>1,164</td>
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<td>Bay Area</td>
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<td>Philadelphia</td>
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<td>Raleigh/Durham</td>
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<tr>
<td>Boston</td>
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<tr>
<td>New York City</td>
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<td>Rochester</td>
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<tr>
<td>Washington, DC</td>
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</tbody>
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*as of April 2009
Chapter Information

Level 1

400 - 999 alumni/parents in the area
- Minimum of 2 events annually
- Requires a Chapter Leader and a minimum of 1 chapter volunteer
- Must hold a Summer Send-Off Party for incoming students (if applicable)
- Community service event is suggested
- RIT Staff support at 1 event annually

Chapter Leader

Your responsibility as Chapter Leader will be to oversee the operations of the chapter. You will be the eyes and ears of RIT in your community. Responsibilities include:

1. Recruit at least one other volunteer to help you plan and execute chapter events and operations.
2. Organize an annual conference call with the Office of Alumni Relations, open to the entire chapter, to plan chapter activities for the year.
3. Organize a community service event in September of every year
4. Manage (or delegate) your chapter’s presence on social networking sites (Facebook & Link’d In)
5. Manage event logistics as needed (see Event Planning Guide)
6. Act as an RIT representative to welcome alumni to the area
7. Assist with Summer Send-off party for incoming RIT freshman from your area
8. Make contact information available for area alumni
9. Make an annual contribution to the Fund for RIT in any amount

Suggested Term Limit: 2 years

Chapter Volunteer

Your responsibility as a chapter volunteer will be to assist the Chapter Leader in the operations of the chapter. You will be the eyes and ears of RIT in your community. Responsibilities include:

1. Help organize and run events (see Event Planning Guide)
2. Attend a minimum of 1 chapter event annually
3. Assist with chapter’s presence on Facebook & Link’d In
4. Act as an RIT representative to welcome alumni to the area
5. Make an annual contribution to the Fund for RIT in any amount

Suggested Term Limit: None
Chapter Information

Level 2
1,000 – 2,999 alumni/parents in the area
• Minimum of 4 events annually
• Requires a Chapter Leader and a minimum of 1 chapter volunteer
• Must hold a Summer Send-Off Party for incoming students (if applicable)
• 1 Community service event required
• RIT Staff support at 2 events annually
• Bi-annual visits from one of the following: Director of Alumni Relations, Assistant VP, Alumni Relations, VP Alumni Relations, Provost, CFO, or President

Chapter Leader
Your responsibility as Chapter Leader will be to oversee the operations of the chapter. You will be the eyes and ears of RIT in your community. Responsibilities include:
Recruit or maintain contact with at least two other volunteers to help you plan and execute chapter events and operations.
1. Recruit or maintain contact with at least two other volunteers to help you plan and execute chapter events and operations.
2. Organize an annual conference call with the Office of Alumni Relations, open to the entire chapter, to plan chapter activities for the year.
3. Organize a community service event in September of every year
4. Organize and plan at least 2 networking receptions/happy hours annually
5. Manage (or delegate) your chapter’s presence on social networking sites (Facebook & Link’d In)
6. Manage event logistics as needed (see Event Planning Guide)
7. Act as an RIT representative to welcome alumni to the area
8. Assist with Summer Send-off party for incoming RIT freshman from your area
9. Make contact information available for area alumni
10. Make an annual contribution to the Fund for RIT in any amount
Suggested Term Limit: 2 years

Chapter Volunteer
Your responsibility as a chapter volunteer will be to assist the Chapter Leader in the operations of the chapter. You will be the eyes and ears of (continued...
Chapter Information

Level 2 (continued...)

RIT in your community. Responsibilities include:

1. Help organize and run events (see Event Planning Guide)
2. Attend a minimum of 1 chapter event annually
3. Assist with chapter’s presence on Facebook & Link’d In
4. Act as an RIT representative to welcome alumni to the area
5. Participate in annual conference call
6. Make an annual contribution to the Fund for RIT in any amount

Suggested Term Limit: None

Level 3

3,000 + alumni/parents in the area
- Minimum of 5 events annually
- Requires a Chapter Leader and a minimum of 2 chapter volunteer
- Must hold a Summer Send-Off Party for incoming students
- 1 Community service event required
- RIT Staff support at 3 events annually
- Annual visit from one of the following: Assistant VP, Alumni Relations, VP Alumni Relations, Provost, CFO, or President

Chapter Leader

Your responsibility as Chapter Leader will be to oversee the operations of the chapter. You will be the eyes and ears of RIT in your community. Responsibilities include:

1. Recruit or maintain contact with at least two other volunteers to help you plan and execute chapter events and operations.
2. Organize an annual conference call with the Office of Alumni Relations, open to the entire chapter, to plan chapter activities for the year.
3. Organize a community service event in September of every year
4. Organize and plan at least 2 networking receptions/happy hours annually
5. Manage (or delegate) your chapter’s presence on social networking sites (Facebook & Link’d In)
6. Manage event logistics as needed (see Event Planning Guide)
7. Act as an RIT representative to welcome alumni to the area

(continued...)

RIT Alumni Association
Level 3 (continued...)

8. Assist with Summer Send-off party for incoming RIT freshman from your area
10. Make contact information available for area alumni
11. Make an annual contribution to the Fund for RIT in any amount

Suggested Term Limit: 2 years

Chapter Volunteer

Your responsibility as a chapter volunteer will be to assist the Chapter Leader in the operations of the chapter. You will be the eyes and ears of RIT in your community. Responsibilities include:

1. Help organize and run events (see Event Planning Guide)
2. Attend a minimum of 1 chapter event annually
3. Assist with chapter’s presence on Facebook & Link’d In
4. Act as an RIT representative to welcome alumni to the area
5. Participate in annual conference call
6. Make an annual contribution to the Fund for RIT in any amount

Suggested Term Limit: None
Chapter Leader Expectations

Annual Conference Call

Chapter leaders are required to hold at least one annual conference call or planning meeting (open to all alumni in the area) in order to:

- Brainstorm ideas
- Create a proposed events calendar
- Confer with alumni office staff about the proposed event calendar
- Avoid conflicts with previously-scheduled alumni events, holidays, and major local events
- Receive approval for events
- Determine and book event location and major vendors
- Decide how much to charge attendees
- Request faculty or staff presence at event, if necessary
Contact Information

Key Personnel

You can reach the RIT Office of Alumni Relations and its staff at 1-866-RIT-ALUM (1-866-748-2586) or ritalum@rit.edu. Normal office hours are 8:00 am to 5:00 pm EST.

Assistant VP, Alumni Relations  Kelly Redder
Director, Chapter Programs  Jon Rodibaugh
Associate Director Chapter Programs  Jennifer Ashbaugh
Event Registration Coordinator  Candi Boston
Assistant Director of Volunteer Programs  Terry Bohling

For a complete list of staff, please visit www.rit.edu/alumni/contact.php

Chapter Assignments

Jon Rodibaugh
Rochester, Corporate Chapters, International Chapters, Albany, Austin/ San Antonio, Buffalo, Chicago, Cincinnati, Cleveland, Dallas, Denver/ Colorado Springs, Detroit, Houston, Ithaca/Southern Tier, Philly, Pittsburgh, Syracuse, Washington DC

Jennifer Ashbaugh
Atlanta, Boston, Central Florida, Charlotte, Connecticut, Long Island, Los Angeles, New Jersey, NYC, Phoenix/Tuscon, Raleigh-Durham, San Diego, San Francisco, San Jose, Seattle, South Florida
We’re in this together!

Running a chapter program is a joint effort between the Office of Alumni Relations staff and regional alumni volunteers.

What the alumni office provides:
- A staff liaison to work with you through all aspects of chapter group programming
- Expertise and ideas for running a successful group
- Connections with other regional group leaders and Alumni Association Board of Directors members who can assist with programming
- Professional-quality event publicity (mailings, mass emails, online calendar, etc.)
- Online registration, central 800 number, and other ways to collect RSVP’s and payments
- Facilitation of payments to caterers, venues, and other vendors

What regional alumni volunteers provide:
- Time, talents, energy, and enthusiasm
- Knowledge and insight specific to the area
- Hosts at events. See “How to Host an Alumni Event” for more information
- Feedback to the alumni office on event attendance and success

Comp Policy:
Chapter leaders and volunteers who work an event will receive one complimentary registration. This is intended to cover the registration cost of a volunteer who has generously dedicated their time and effort to work an event or activity. The comp is non-transferrable and must be used at the event at which you are volunteering. Guests of chapter leaders or volunteers are subject to standard event rules and pricing.
Event Hosting

How to host an alumni event

Expected attendance at regional alumni events ranges from 5-15% of the local RIT alumni population. Please bear this in mind when developing regional programs.

Three months before each event

- Provide alumni office with final details for event publicity and registration.
  - Mailing for event comes from RIT
- Work with alumni office staff to make arrangements for volunteer hosts, food & drinks, audio/visual equipment, parking, set-up, and clean-up.

Four weeks before each event

- Encourage attendance of local alumni via personal phone calls, emails, and social networking invitations.
- Confirm any speaker’s travel arrangements with the alumni office (arrival time, transportation, hotel, etc.) and request biographical information on any speakers.
- Request nametags, pens, and give-aways from the alumni office.

Two weeks prior to the event

- Finalize and confirm all arrangements for volunteer hosts, food & drinks, audio/visual equipment, parking, set-up, and clean-up logistics.

(continued...
Event Hosting

How to host an alumni event (continued...)

During the event

- Arrive 60 minutes early to check in with venue staff and prepare for event.
- Work with vendors to make sure all event needs are met.
- Set up welcome/information table with:
  - Signs or banners.
  - RSVP list or sign-in sheet and pens.
  - Nametags and markers.
  - RIT literature and publicity for upcoming events.
- Volunteer sign-up sheet to recruit future volunteers.
  - RIT raffle items and business card bowl.
- Ensure welcome/information table is staffed.
- “Host” the event by mingling with guests, introducing new faces, and recruiting volunteers to help with future events.
- Request feedback from guests.
- Take pictures.
- Plan to stay for at least 30 minutes after the end of the event to ensure successful guest departure and coordinate clean-up. Don’t forget to take home the attendance list and all receipts!
- Have fun!

After the event

- Report back to the alumni office with event attendance, comments, and suggestions for future events.
  - Office of Alumni Relations will send out a post-event survey
- Submit any receipts for out-of-pocket expenses and any money collected at the event.
- Return any extra event materials to the alumni office or safely store them for future events.
- Email pictures to the alumni office.
- Send a letter of thanks to any special guest, speaker, especially-dedicated volunteer, or other individual who made a difference in the event.
- Contact guests who expressed interest in volunteering.
How to start a chapter

1. Check the alumni website to ensure a chapter does not currently exist in your area.
2. Contact Jon Rodibaugh, Director of Chapter Programs at jprrar@rit.edu. He will connect you with your Alumni Relations staff member.
3. Request Alumni Count: The Office of Alumni Relations keeps a count of alumni by region and can provide you with the number of alumni in your area. This will help determine the scope of programs for your area.
4. Recruit Volunteers: All you need to begin a chapter is one volunteer. To maintain an effective chapter, you will need to recruit alumni volunteers to serve as part of the chapter leadership. There is no limit to the number of volunteers who can serve in a chapter.
5. Plan a Chapter Leadership Meeting: Each chapter is required to host a minimum of one programming meeting/strategy session each year. The number of programming meetings will depend on the size of your chapter and number of events in your region.
6. Plan Regional Events: Plan and sponsor a series of events designed to bring alumni together, recruit more volunteers, and bring RIT to your region.
7. Submit an updated list of volunteers and their contact information to the Office of Alumni Relations.
8. Communications to volunteers: As Chapter Leader, you will act as liaison between the Alumni Relations contact and chapter volunteers. Any program ideas that your chapter has should be discussed with the Office of Alumni Relations before planning begins. This will ensure that finances and staff are available for support.
9. Communications to alumni: For the purpose of advertising events, Alumni Relations will send out all communications to alumni. This helps avoid confusion, and allows for one clear message to alumni. Any new alumni information obtained during an event should be sent to the Office of Alumni Relations for updating in the alumni database.
Current Chapter Leaders

Albany: John ‘94 & Laura ‘92 Comstock
Atlanta: Joe Del Conte ‘85
Austin/San Antonio: Virgil McCullough ‘77, ‘78
Buffalo: Thomas Stumpf ‘89
Central Florida: Jamie Aymerich ‘93 ‘98
Charlotte: Andrea Setta ‘06
Chicago: Stacey Wronkowski ‘03
Cincinnati: John Johnson ‘05
Cleveland: Al Teufen ‘73
Colorado Springs: T.I. ‘84 & Kathleen ‘84 Weintraub
Dallas/Fort Worth: Jennifer Neary ‘99
Dallas/Fort Worth: Scott Saldinger ‘89, ‘91
Detroit: Yolanda Lewczuk ‘00
Los Angeles: Eric Senna ‘91
NYC: Beth Sabbatini ‘89
NYC: Cindy Rosenshein ‘90
NYC: Mike Larson ‘93
Ottawa: John Klatt ‘01
Philadelphia: Aviva Dubrow ‘90 ‘91
Pittsburgh: Al Mature ‘74
Raleigh: Mike ‘98 & Sue ‘98 Pail
Rochester: Kristy Mooney-Graves ‘00
San Diego: Pam Wick ‘94
San Diego: Micki Hafner ‘92
San Diego: Phil Ohme ‘99
San Francisco: Mark Leonardi ‘94
San Jose: Scott Bruck ‘89
Seattle: Mike ‘92 & Lisa ‘93 Woods
South Florida: Paul Finkelstein ‘91
Washington DC: Kevin Sheldon ‘02
WHERE DO I BEGIN?
Here is a list of questions to ask yourself as you plan your alumni event. If you need help finding answers, use your contact in the Office of Alumni Relations.

- What type of event would be most appropriate?
- How many alumni should I expect to attend? (This is based on the number of alumni in your area).
- What is the budget for this event?
- Are there any holidays or local events that may conflict with my event?
- Is the facility the appropriate size for our group?
- Is the location easily accessible with parking and/or nearby public transportation?
- Have I allowed enough time to appropriately advertise my event? (See below for marketing information).

SHOULD I NEGOTIATE AND SIGN CONTRACTS?
Contracts, paperwork, and/or terms of agreement are the responsibility of the Office of Alumni Relations. If you receive paperwork from a venue, please send it to Alumni Relations. We will sign the contract and make sure that it meets compliance standards.

HOW DO I PAY FOR MY EVENT?
The Office of Alumni Relations provides all financial support for regional events and can pay by Institute credit card or check. All event payments must be made by the Office of Alumni Relations.

HOW DO I PUBLICIZE MY EVENT?
The Office of Alumni Relations sends out an e-publication to alumni monthly – The Tiger’s Tale. Events will also be emailed to the region twice.
(continued...)
HOW DO I PUBLICIZE MY EVENT? (continued...)
Additionally, the Office of Alumni Relations often uses several print pieces to market events (time and cost permitting). These pieces may include invitations, postcards, or a letter to your region. Consult your contact at Alumni Relations to find out how you may market your event most effectively.

Note: The more time you allow for marketing, the greater response you will receive from alumni. We suggest no less than 2 appearances in each of these publications. That’s approximately 10 weeks prior to the event – use this marketing guideline when selecting a date for your event.

SHOULD ALUMNI REGISTER FOR MY EVENT?
YES! Registration will help you keep track of how many people to expect. The Office of Alumni Relations will post the event on the alumni website’s Calendar of Events. This will serve as the main event description and registration hub. Alumni Relations tracks registration and will provide a list and nametags for you before the event.

WHERE DO I GET LISTS OF ALUMNI IN MY AREA?
Due to RIT’s privacy policy, alumni data must stay within institution unless you are a chapter leader who has filled out and submitted a Confidentiality Agreement (included at the end of this document). Your contact in the Office of Alumni Relations will be happy to send out postcards and email blasts about your event and include your event information in The Tiger’s Tale newsletter and University Magazine.

DO I PAY TO GO TO AN EVENT THAT I AM HOSTING?
No. Your registration will be complimentary. However, your guests must be registered and follow standard rules and pricing for the event.
The ABC’s of Events

Creative Ideas for regional events result from brainstorming sessions, questionnaires, and alumni suggestions. Here is an A to Z guide for event possibilities that have been tried, true, tested, or suggested...

A is for Athletics, Authors, Art, Actors, Aquariums, and Alumni hosts
B is for Brunch, Boating, Bowling, Breweries, Botanical gardens and Brick City Homecoming
C is for Career workshop, Comedians, Coffee, Cocktails, Cooking classes, Concerts and Curling
D is for Day at the Races, Dessert receptions and Dinner Theatre
E is for Exhibits, Educational programs or panels
F is for Family fun, Food, Fondue and Football games
G is for Galleries, Grand Openings, Game Night, and Golf
H is for Habitat for Humanity, Historical Sites, Happy hour and Helping others
I is for Ice hockey, Ice skating, Ice cream socials, Interpreters and Innovation Festival at RIT
J is for Jazz concerts and Journeys back to campus
K is for Karaoke, Kid-friendly events, and Kayaking
L is for Lectures, Luncheons and Life long learning
M is for Museums, Music, Movies, and Maize Maze
N is for Networking receptions, Newsletters, and the Newest spot in town
O is for Outdoor activities, Online Community and Open houses
P is for Plays, Picnics, Parades and Potlucks
Q is for Quarterly lunches and Q&A with the President
R is for RIT faculty, Restaurants, Raffles and Receptions
S is for Symphony, Sporting events, Segway tours, Surfing lessons and Sunset cruises
T is for Tiger Sports Night, Theatre, Teams in your town, and Tours of famous homes
U is for Under the stars at the planetarium and Unusual event venues
V is for Value events at low or no cost and Volleyball games with fellow alumni
W is for Wine tours and White-water rafting
X is for eXclusive, behind the scenes tours and eXtra good times!
Y is for You helping us as a volunteer
Z is for Zoo and any other Zany ideas you might have