



## 2021-22 Regional Career Events Fund Guidelines

Dear Community Leaders,

The Alumni Association is accepting proposals for the Regional Career Events Fund (RCEF), which is awarded at the Alumni Association's discretion, in an effort to enhance or support career events or other career activities, both in-person and virtual, that help accomplish key alumni career programming efforts via regional and affiliate clubs. Please review these guidelines before submitting the attached RCEF proposal form. As further explained below, in order to be eligible for RCEF funding, activities **must**:

1. Promote membership;
2. Utilize the Alumni Association's internal [event registration system](#);
3. Include a plan for promotion/marketing.

Preference will be given to proposals that promote other aspects of the [Alumni Career Programs](#) such as discussion within the [Alumni Career Resources Community](#) (or other location or industry-specific communities) as well as proposals that have a DEIJ focus or speakers that represent a variety of racial, gender, and other diverse identities. The Alumni Association's Career team will allocate funding on a rolling basis throughout the fiscal year (July 1, 2021 - June 30, 2022) to those that best meet the intended purpose. Funding is intended to subsidize event costs with the club also contributing some funding.

For an event to be considered for funding, you must email your completed proposal form to the Alumni Career Team **at least four (4) weeks prior to the proposed event**.

Email [aaumcareer@umich.edu](mailto:aaumcareer@umich.edu) with the RCEF proposal and we will evaluate the proposal and generally notify you within seven (7) working days of submission that the proposal is either approved or denied, or to request additional information or modifications. Once a proposal is approved, the Alumni Association will generally request the funds for ACH deposit to the club's account. The 4-week requirement is intended to allow ample time for staff review, proposal modifications (if needed), event registration setup, and adequate event promotion.

All events receiving funding must occur within six months of the award date or by June 30, 2022, whichever is earlier.

### Goals

Regional Career Events Funding will be primarily geared toward supporting in-person and virtual events that have one of the following goals:

1. Career development or job search workshop with a clearly defined topic and learning outcomes
2. Networking event featuring a panel of industry experts

### **Award Limits**

**The maximum funding award for any given domestic event is \$1,000.** Moreover, a club may only submit one proposal at a time. In other words, once a club submits an RCEF proposal, it is not eligible to submit another proposal until either (a) the proposed event has taken place or (b) the first proposal is rejected. We ask that clubs make every effort to use financial resources prudently. This is to ensure the fund supports as many club applications as possible within resource limitations

**The maximum funding award for any given international event is \$500.** If the international club applying for RCE funding does not have an established bank account, funding will be dispersed by reimbursement, pending submission of receipts to the Alumni Career team. Please send these receipts to us at [aaumcareer@umich.edu](mailto:aaumcareer@umich.edu).

### **Promotion of AAUM Membership**

To be considered for funding, a proposed event must promote the value of Alumni Association membership. Events that are aimed at garnering new members and/or rewarding existing members are highly encouraged. Priority will be given to events that are held exclusively for Alumni Association members or which offer a **significant** member discount. In the latter scenario, if there are a limited number of tickets or space for the event, members should be offered priority access and be provided with an opportunity to register for the event before tickets are made generally available. Events that offer members special access or a special giveaway (e.g., a free drink ticket) will also be viewed favorably.

### **Other Important Information**

Preference will be given to proposals with actual vendor quotes (for venues/catering) and include speaker/career coach contracts (for workshop-style events).

If an approved event is (a) postponed more than 45 days after the original proposed date of the event and/or (b) postponed until after June 30, 2022, you must notify the Alumni Association, which will have sole discretion to either grant an extension or request the return of its funding.

If any requirements for approval of RCEF are not fulfilled, the Alumni Association reserves the right to demand the return of some or all of its funds. Moreover, the club may be precluded from submitting future proposals for RCEF. Additionally, if an approved event is cancelled or the Alumni Association requests the return of all or a portion of awarded RCEF funding (as outlined above) and funding is not returned, the Alumni Association reserves the right to withhold or retain all or a portion of club annual funding and/or future event revenue.

If you have any questions about this process or would like further insight as to the type of events that would typically qualify for funding, please contact the alumni career team at [aaumcareer@umich.edu](mailto:aaumcareer@umich.edu).

Go Blue!



## Proposal for Regional Career Events Funding (RCEF)

Contact & Club/Community Information	
Name & Title:	Date:
Club/Community:	
Email:	Phone:

Event Overview	
Event Name:	
Description of Event (including expected goals/outcomes for attendees):	
Target Audience (e.g., industry, age, career-level, etc.):	
Proposed Date:	Proposed Venue (if virtual, enter hosting platform):
Proposed Time:	Venue Address (if virtual, enter event URL):

Event Promotion Plan	
How do you plan to promote this event?	
Who can this event be promoted to? <input type="checkbox"/> All U-M alumni <input type="checkbox"/> Alumni Association members only <input type="checkbox"/> Alumni affiliated with our Club/Community <input type="checkbox"/> Only Members affiliated with our Club/Community	
Are there aspects of this event that can be used to generate discussion (pre/post/during the event) on the Alumni Career Resources Community or other online industry community (Entrepreneurs, etc)? How will you attempt to utilize the online community platform to create engagement around a broader alumni market?	

### Promoting the Value of Alumni Association Membership

Is this a Member-only event (yes/no)?

Please explain how this event promotes the value of Alumni Association membership, including if it is aimed at member appreciation, retention and/or acquisition:

### Proposed Pricing, Expected Attendance, Revenue *(if event is free, enter \$0)*

Ticket Types	Number of tickets available	Price per Ticket	Anticipated number of tickets purchased	Anticipated Revenue
Member-Discounted		\$		\$
General Admission		\$		\$
<b>Total</b>		–		\$

### Projected Expenses

Facilities   Room Rental Fees (including set-up charges)	\$
Rental equipment (e.g., A/V, tents, tables/chairs, stanchions/rope, security, etc.)	\$
Food   Catering Costs	\$
Alcohol Service Fees (Bartender fees/gratuities, NOT cost of alcohol)	\$
Promo Materials   Decorations   Supplies (invites, postage, signage, programs)	\$
Parking   Transportation	\$
Speaker Fees* (including covered travel expenses)	\$
Other (please explain)	\$
<b>Total</b>	\$

\*Please submit copies of any speaker contracts (even if not yet signed) along with this application form.

How much money are you requesting for this event?

\$

If there is anything the Alumni Career Team can do to assist with planning your event, please reach out to us at [aaumcareer@umich.edu](mailto:aaumcareer@umich.edu).