 **Network** *with*  
**MOORE**  
**Hub Leader Guidebook**



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**School of Business**

Thank you for participating with the Moore School Office of Alumni Engagement as a hub leader in your area. This guidebook will answer your questions regarding objectives, events and general responsibilities. We look forward to helping you strategize opportunities in your region.

## MISSION AND VISION OF THE HUB NETWORK

The Moore School is expanding its alumni engagement activities in new regions across the country. We hope to build stronger connections and leverage the alumni network to connect students with internships and full-time employment opportunities. Hub network alumni volunteers will serve as ambassadors to make introductions to companies and champion networking experiences for alumni within their region. This initiative is part of the school's strategic plan to provide increased value to students and alumni of the school.

**The locations of the hub network were chosen based on the following criteria:**

- Population of alumni
- Existing and aspirant corporate hiring partners
- Students' preferred employment locations (as reported in an optional survey)

**There will be two alumni volunteers per area.**



## OBJECTIVES OF THE HUB NETWORK



### Connect:

A connected alumni network is a powerful alumni network.

The Moore School offers many ways for alumni to stay connected with the school and fellow graduates.



### Engage:

A deeper connection maximizes impact. From attending events to promoting the Moore School within your community, there are numerous ways alumni can engage with the school no matter how far away they live.



### Invest:

Active participation is critical to the continued success of the Moore School. Alumni can invest in the school through mentor programs, providing employment opportunities or giving back financially.

## EXPECTATIONS OF HUB LEADERS

- 1. Join** our virtual networking platform, Moore Connect, and use its “groups” feature to engage alumni in each area.
- 2. Complete** the hub leader orientation (virtual session via conference call with an Office of Alumni Engagement staff member).
- 3. Serve** as a point of contact to the Office of Alumni Engagement and Office of Career Management:
  - Assist in introductions with employers and connect alumni and students with internships and permanent placement.
  - Welcome alumni who are relocating to the area or assist with their transition.
- 4. Host** alumni events (including, but not limited to): Network with Moore events, student sendoff events, social and professional development events and more.
- 5. Network** by providing alumni with opportunities to broaden and expand their networks and relationships with alumni and friends of the Moore School in hub network areas.
- 6. Attend** the Leadership Summit at the Moore School.

*\*Terms of service as a Hub Leader will be for a minimum of two years; Not required: area board meetings or officer elections*



## WHAT DOES THE OFFICE OF ALUMNI ENGAGEMENT PROVIDE FOR HUB LEADERS?

- Resources on the Office of Alumni Engagement website
- Office of Alumni Engagement staff contact assigned to each hub network area
- E-blasts sent to area alumni about an upcoming event (when requested)
- Administrative access to the Moore Connect alumni group for the respective hub network area
- Recognition as alumni volunteers in annual publications and the Moore School website
- Swag items provided as requested

## HOSTING AN EVENT

To host an event, please fill out the event request form at least two weeks prior to the event. Once the form is submitted, the event will be listed on the Moore School calendar of events webpage. Promotion via Moore Connect and the Moore School social media accounts is also available. A registration form should be used to check-in attendees at the event and collect updated contact information. A post event form should be submitted to record attendance, expenses and other feedback.

## SWAG BOX

If a hub network would like a box of Moore School swag for alumni events throughout the year, they may request to have materials sent to a hub leader (while supplies last). The Swag Box will be sent out each year in late summer.



## EXAMPLES OF EVENTS:

### Regional Networking Event

The Office of Alumni Engagement may plan an alumni networking event or a student sendoff in a hub network area.



### Professional Development Event

A professional development event allows Moore School alumni, students and friends to gather and network professionally. Some examples include inviting a representative from the Office of Career Management speak to alumni, participating in a job or internship fair, or having a local career expert speak to the group.



### Philanthropic Event

A philanthropic event will coordinate with the Development Office to support a fundraising initiative or priority of the school. Some examples include hosting an alumni event on the official UofSC Giving Day, (with the option to donate to the Moore School included in the event email), donating to a Moore School scholarship fund and more. This type of event is not required.

### Social Event

A social event allows alumni to connect and engage with each other in a social setting. Event ideas are happy hours, game-watching gatherings or holiday parties.



# FUNDING FOR EVENTS

The Office of Alumni Engagement cannot provide funding for Hub network alumni events with the exception of Network with Moore and student sendoff events in your area. Should something special arise, please contact the Office of Alumni Engagement and staff will decide if funding is available for the event. Hub network leaders must never accept cash on behalf of the Moore School. Hub networks are not permitted to hold private banking accounts.

# POLICIES

## Alcohol Policy

**All hub network events must follow the school's official alcohol policy at events and programs.**

- Do not serve alcohol to any individual under 21 years of age.
- Ensure food and non-alcoholic beverages are available to attendees.

## Emails to local alumni

Hub network leaders may request to have an email sent to local alumni promoting an upcoming event. Requests must be received at least two weeks prior to the upcoming event. Hub network leaders may email local alumni and collect email addresses on their own as long as alumni have agreed to receive these emails and Hub Leaders have signed the Confidentiality Agreement.

## Confidentiality Agreement

The University of South Carolina requires any employee, volunteer, student or alumna/us to fill out a confidentiality agreement when accessing sensitive and confidential information. While serving as a hub leader, we ask that you fill out this agreement and pledge to not share any sensitive alumni data information to anyone else.



**GO GAMECOCKS!**



## HUB NETWORK LOCATIONS:

The Moore School regularly hosts events in Columbia and around the globe as well as virtual events online.

ATLANTA

DALLAS

RALEIGH

BOSTON

HOUSTON

SAN FRANCISCO

CHARLESTON

GREENVILLE

SEATTLE

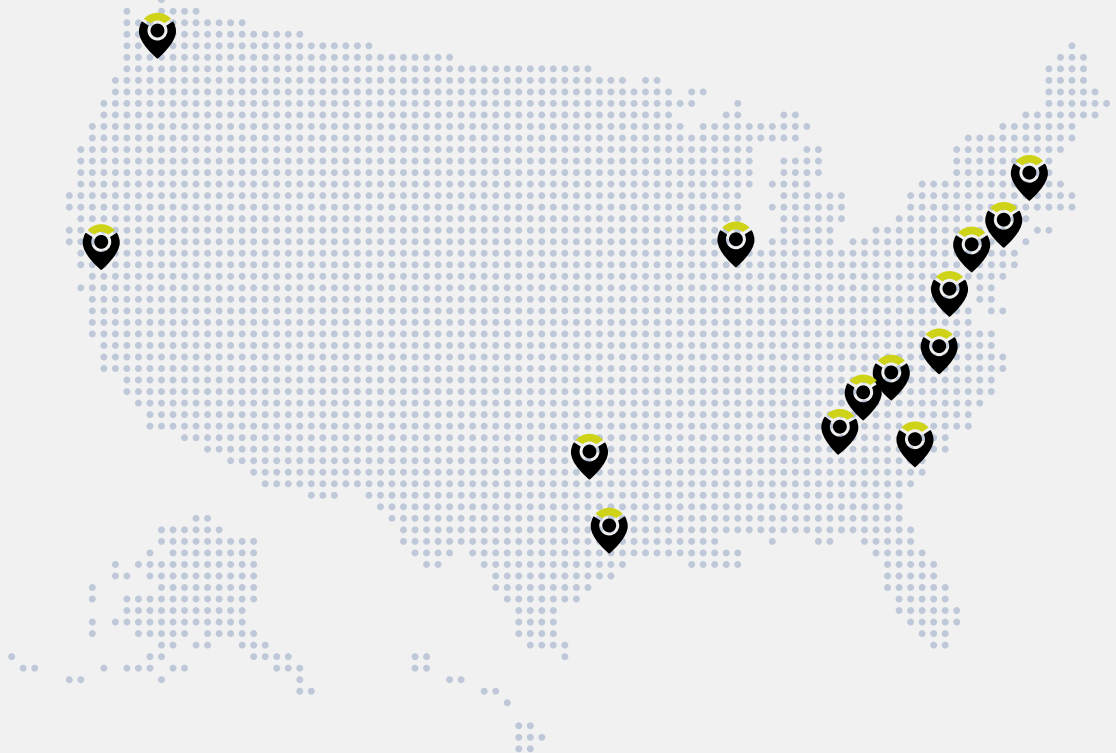
CHARLOTTE

NEW YORK CITY

WASHINGTON, D.C.

CHICAGO

PHILADELPHIA



**Alumni**

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[SC.EDU/MOORE/ALUMNI\\_EVENTS](https://www.sc.edu/moore/alumni_events)



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