

LEAD Alumni Network Servicing Guidance

This document outlines the fundamental principles and general operations structure for the LEAD Alumni Network (LAN). Content is meant to address and support the stand-up phases of the LAN as well as a robust future state. Document edits should be noted in the version history below and approved with concurrence from LAN Chair, Chair-Elect, and Chamber Advisors. Current documentation can be found on the Virginia Peninsula Chamber (Chamber), LAN website: <https://www.virginiapeninsulachamber.com/alumni-network/>.

Version History

Version	Author/Editor	Edit Notes	Date
V1.0	Jenifer Spratley (Chair), Sarah McCrea (Chair-Elect)	Establishment of Document	9/19/2022
V2.0	Jenifer Spratley (Chair), Sarah McCrea (Chair-Elect), Jaime Parrish (Chamber Advisor), Suzy Johnson (Chamber Advisor)	Review and Formalization of Service Guide	11/14/2022
V3.0	Sarah McCrea (Chair-Elect)	Incorporating Leadership Team final review notes	3/25/2023
V4.0	Sarah McCrea (Chair-Elect)	Incorporating Exit Interview guidance	5/31/2023
V5.0	Jaime Parrish (Chamber Advisor), Sarah McCrea (Chair)	Updating titles, responsibilities, finalizing commitment statement, and incorporation of orientation guidance and succession planning	6/29/2023
V6.0	Jaime Parrish (Chamber Advisor)	Combining of Recruitment Committees	8/2/2023
V7.0	Sarah McCrea (Chair), Bronach Branan (Chair-Elect), Jaime Parrish (Chamber Advisor)	Updates to align to latest LPAN structure and terminology	6/28/2024
V8.0	Bronach Branan (Chair), Jaime Parrish (Chamber Advisor)	Removed Recruitment Committee and absorbed its roles and responsibilities into remaining committees; minor annual updates	5/11/2025
V9.0	Bronach Branan (Chair), Jaime Parrish (Chamber Advisor)	Updated Mission/Vision statements to be in line with the Chamber's, LPAN to LAN and remove repetition for shared committee responsibilities	4/12/2026

Purpose of the LEAD Alumni Network (LAN)

Mission Statement

The LEAD Alumni Network connects and engages LEAD Peninsula and LEAD Higher graduates to support the Virginia Peninsula Chamber in its mission to grow business and advance economic development across the region.

Vision Statement

A connected, engaged alumni network that helps create an environment for business growth on the Virginia Peninsula through leadership, advocacy support, and service.

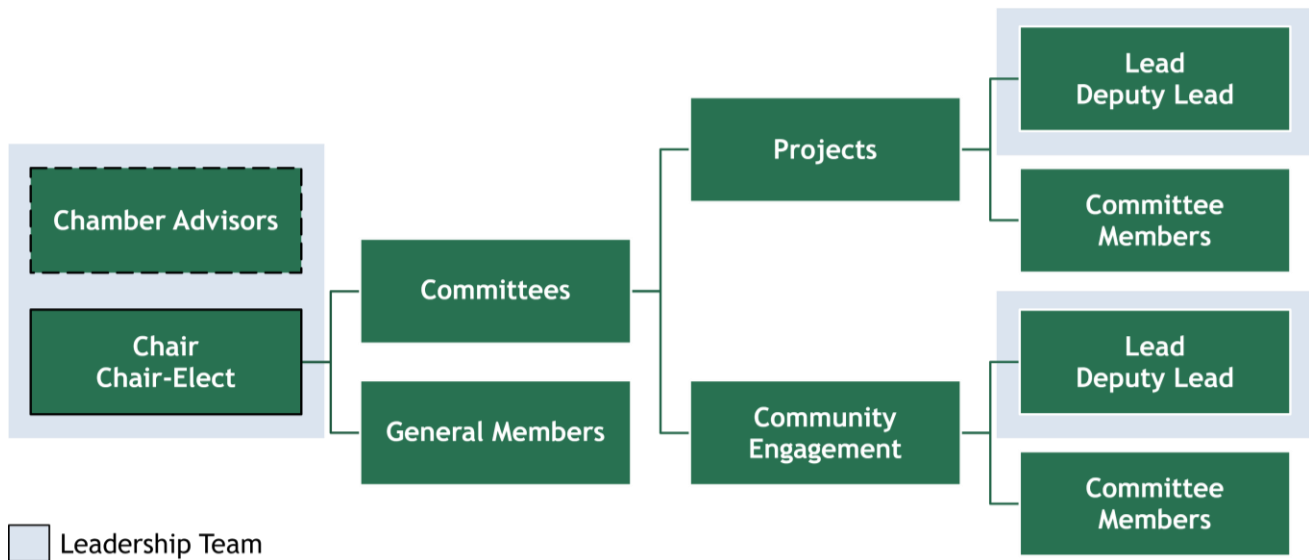
Theme Words

Connect, Support, and Serve

How We Support the Chamber

The LEAD Alumni Network contributes by expanding the Chamber's reach, representing its initiatives in the community, and engaging alumni leadership in support of Chamber priorities.

Structure



Chamber Advisor

Initial Advisors for LAN consist of the:

- Virginia Peninsula Chamber's Director of LEAD Programs
- Virginia Peninsula Chamber's Executive Vice President

This role serves as LAN's trusted advisor, providing insight and guidance aligned to the Chamber's mission, vision, and pulse of Peninsula business community. Chamber Advisors will provide LAN's Chair, Chair-Elect, and Leadership Team with base-line annual priorities and guidance.

Chair

Appointed by a call for self-nomination, and current Chamber Advisor, Chair, and Chair-Elect selection and concurrence.

Chair-Elect

Appointed by a call for self-nomination, and current Chamber Advisor and Chair selection and concurrence. The individual assuming this role does so with the knowledge they will assume the role of Chair at the end of the current Chair's term.

Lead/Deputy Lead

Appointed by a call for self-nomination, and current Chamber Advisor and Leadership Team selection and concurrence.

Committee Members

LAN's General Members are assigned to committees via Leadership Team (Chamber Advisors, Chair, Chair-Elect, and Committee Lead/Deputy Lead) discussion and concurrence.

Committees

A body of LAN members, led by an appointed Lead and Deputy Lead, delegated to consider, investigate, act on, or report on initiatives driven by and aligned to LAN's mission and vision.

The entire LAN membership is not required to be assigned to a committee, but committees should maintain enough members to be effective and efficient, recommending a minimum of 3 members and a maximum of 10 members per committee or a minimum 20-25% of LAN's total membership should serve on a committee. Committees may evolve or dissolve to best serve the goals of LAN with concurrence from the Leadership Team (Chair, Chair-Elect, and Committee Leads/Deputy Leads) and Chamber Advisors. LAN's committees are listed below:

- **Projects:** Recruit volunteers for the annual Poverty Simulation and other service-oriented initiatives aligned with LAN and Chamber priorities, including planning, execution, and post-event follow-up.
- **Community Engagement:** Support the Virginia Peninsula Chamber in planning and delivering the Alumni Network social and engagement events (2-3 annually), and champion opportunities that connect alumni involvement to community impact across the Hampton Roads region.
- **Ad Hoc:** Non-enduring effort that needs supporting team to design, plan, recruit participants, implement, concludes, reports out and then dissolves.
- **Shared Committee Responsibilities:** All committees share responsibility for:
 - Encouraging alumni engagement and participation in LAN
 - Supporting member awareness of committees and leadership opportunities
 - Acting as value-providing representatives of LAN in alignment with the commitment statement

Leadership Team

LAN's Leadership Team consists of the Chair, Chair-Elect, Leads/Deputy Leads of each formal Committee (Projects and Community Engagement), and Chamber Advisors.

General/Non-Committee Members

LAN members who have paid their dues, and enjoy membership benefits, but are not assigned to/participating on a committee.

Freedom of Information and Data Protection

Committee Leads in coordination with Chamber Advisor are responsible for recording the decisions made and actions taken by their relevant committee.

Formalized Freedom of Information and Data Protection procedures are not required by the Virginia Peninsula Chamber at this time.

Chair/Chair-Elect

Roles/Responsibilities –

Chair: Responsible for overseeing LAN, supports the Committee Leads/Deputy Leads, serves as an Ex-Officio member on the Virginia Peninsula Chamber's Leadership Committee, and is the liaison for additional Chamber support/duties.

Chair-Elect: Responsible for supporting the Chair with all assigned duties, and serves as proxy in Chair's absence.

Additional tasks/terms include, but are not limited to:

- Manage/Post LinkedIn Leader Spotlight of the Month
- Attend Chamber events as Alumni Network Representatives, at no cost*
**No-cost only applicable to Chair and Chair-Elect*
- Update and monitor LAN budget
- Prepare and provide quarterly report to Chamber Advisors
- Present "State of LAN" annually to the Chamber's Leadership Committee
- LAN leadership succession planning
- Build partnerships with/across other Hampton Roads LEAD Alumni groups
- Seek out Peninsula/Chamber Initiatives that align to LAN's mission, vision, and resources
- Hold Committee Lead/Deputy Lead Orientation following Lead/Deputy Lead nomination review and selection
- Hold Committee Member and General Member Orientation in coordination with Project and Community Engagement Committees following Lead/Deputy Lead Orientation
- Present LAN and its benefits at LEAD graduation ceremony
- Hold Exit Interviews for Lead/Deputy Lead positions when there is a transition (ex. step down or elected official transition, etc.) to promote accountability and knowledge transfer.

Committee Lead/Deputy Lead

Roles/Responsibilities –

- **Projects Lead/Deputy Lead:** Responsible for leading the Projects Committee and ensuring successful planning, execution, and follow-up of the annual Poverty Simulation and other approved service-oriented initiatives aligned with LAN and Chamber priorities. This includes coordinating volunteers, managing timelines and deliverables, and reporting outcomes to the Chair / Chair-Elect.
- **Community Engagement Lead/Deputy Lead:** Responsible for leading the Community Engagement Committee and supporting the Virginia Peninsula Chamber in the planning and delivery of Alumni Network social and engagement events (2–3 annually). Oversees initiatives that strengthen alumni connection, visibility, and community impact, and ensures coordination with Chamber staff as appropriate.
- **Ad Hoc Lead/Deputy Lead:** Defined as needed, based on the activity.

Additional tasks/terms include, but are not limited to:

- Define specific committee orientation and membership guidance and terms of service aligned to the LAN Commitment Statement.
- Ensure committee initiatives align with LAN's mission, vision, and priorities
- Support member engagement and awareness of LAN activities and opportunities
- Provide committee meeting notes to Chair/Chair-Elect within 5 business days of meetings
- Support committee leadership succession planning
- Host a minimum of 6 committee meetings a year
- Provide Chamber Newsletter Content, annually
- Provide Chamber Advisor with Calendar post content for Committee events
- Coordinate Exit Interview with Chair and/or Chair-Elect in the case of stepping down/leaving position.

Membership of Committees

Roles/Responsibilities

All committees should have an agreed membership and terms of service, defined by Committee Lead and Deputy Lead. The Committee's membership list should identify the status and period of office of members if appropriate. Committees normally contain the following categories of membership:

- **Ex-Officio:** members of the committee by virtue of the post they hold (other members are nominated or elected).
- **Member:** Individuals who are formal members of the committee, nominated or elected, and have voting rights to take part in decision-making. Members might have a set period on the committee.
- **In attendance:** Individuals who show relevant interest or by invite to share expertise or offer knowledge when it is required but cannot take part in decision-making.

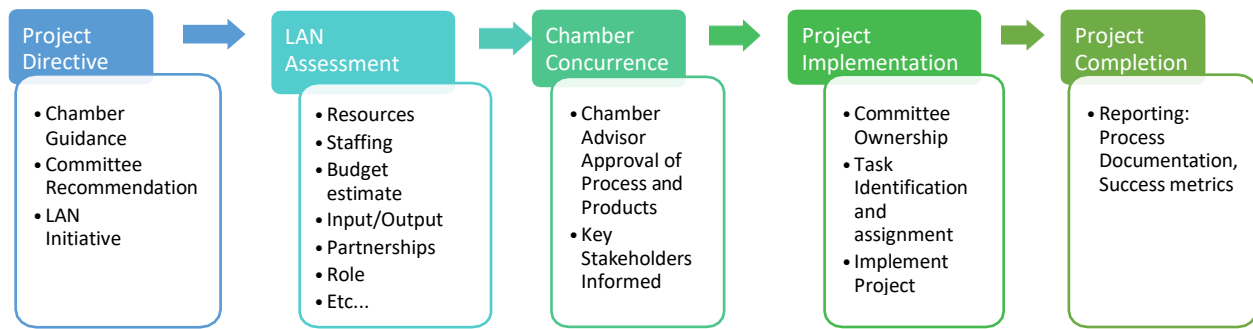
Vacancies

When vacancies arise on a committee for non-officio members it is important that a transparent approach is used for filling those internal roles, such as expressions of interests and/or elections. For committee vacancies for which Chamber Advisors and LAN Chair and Chair-Elect are the appointing authority, replacements should be approved by that committee.

- Vacancies for the Chair/Chair-Elect are appointed through self-nomination or recommendation and Chamber Advisor approval.
- Vacancies for Committee Lead/Deputy Lead are filled by self-nomination or recommendation and Chair/Chair-Elect/Lead/Deputy Lead Concurrence, Chamber Advisor awareness.
 - Deputy Lead, default leader in cases of Lead step-down
 - In the case of Leads/Deputy Leads stepping down or transitioning out of their role, an exit interview will be held with Chair and/or Chair-Elect to promote accountability and knowledge transfer.
- Vacancies for committee membership is appointed by Lead/Deputy Lead agreement, with Chair/Chair-Elect and Chamber Advisor concurrence and individual acceptance.

Committees should be mindful of diversity and inclusion in their making of appointments.

Project Structure/Commerce Engagement Model



**Project Structure/Commerce Engagement Model - LAN defined process to standardize and optimize project/idea implementation.*

Commitment Statement

The success of LAN depends on active participation through payment of dues, effective stewardship of the LEAD Peninsula and LEAD Higher Program, LAN, and the Virginia Peninsula Chamber, and committed attendance of a variety of meetings.

LAN Membership is a commitment to the following:

1. Timely payment of annual dues
2. Actively engage with LAN and its members to support LAN's mission, vision, and goals; and be an effective advocate of the LEAD Program and LAN to contribute to their growth and success.
3. Commitment to attend the following regular meeting/event cadence, providing notice of absence –
 - a. Annual Meeting
This is a vital event for both the Chamber and LAN. It is currently held in early December. Please consider this a required meeting if considering a leadership position.
 - b. 50% of LAN group/general bi-monthly meetings (maximum of 3 over the course of a year)
 - c. 60% LAN engagement/project events
 - d. 70% Committee meetings (if applicable) and
 - e. Represent LAN at 2 Chamber events
4. If life circumstances change and member is no longer able to fulfill these responsibilities, they will take the initiative to talk to the LAN Chair or Chair-Elect about ability to remain an active member of LAN.
**In the case of Leads/Deputy Leads stepping down or transitioning out of their role, an exit interview will be held with Chair and/or Chair-Elect to promote accountability and knowledge transfer.*

The commitment will be revisited/reviewed annually, aligned with the payment of LAN dues. The payment of dues represents the member's agreement to the LAN commitment statement. Failure to meet commitments will be reviewed through the LAN Leadership Team (Chair, Chair-Elect, and Committee Leads/Deputy Leads) in concurrence with Chamber Advisors. The LAN Chair will engage with member based on Leadership Teams assessment.

Reporting/Metrics

The following bullets are recommendations to standardize and structure LAN reporting and metric processes.

- Chamber Advisors review Chamber requirements and initiatives annually (May/June following nominations).
- Committees send meeting notes to Chair/Chair-Elect within 5 business days of each meeting
- Chair/Chair-Elect compile committee notes and provide general report to Chamber Advisors quarterly
- Calendar/roster maintained on Chamber site

Appendices

As routine documentation is processed, capture template in appendices to provide constancy to future products.

Recommended Templates:

- Sample Agenda
- Sample Notes / Meeting Minutes
- Roster
- Commitment Form
- Chamber Reports
- Exit Interview Question Template

Blank Templates accessible upon request.