



## **Overview of the Hub Leadership Program**

### **What is an Alumni Hub?**

A geographic group of AIESEC alumni who connect with each other through live and online communities to promote their shared experiences and values. An alumni hub:

- Helps to foster relationships among alums living in a set geographic area
- Offers educational, recreational and networking opportunities to local alumni
- Supports the mission of AIESEC and AIESEC Life
- Encourages active membership in AIESEC Life

### **Why Be Involved with an AIESEC Life Alumni Hub?**

Participation in an AIESEC Life Alumni Hubs offers many benefits:

- Ability to shape and dictate the direction and content of alumni programming locally
- Opportunity to connect with other alumni from across the generations
- Participation in exciting events and dialogue
- Chance to offer mentorship and support to current LC members and trainees
- Invitation to be part of the inner dialogue on the programs and initiatives of AIESEC Life
- Discounted and complimentary attendance at many AIESEC Life national events

### **Expectations of a Hub Chair**

- Works to provide a minimum of three events per year – one that fosters traineeship referrals, one that helps drive AIESEC Life membership (coaching on how to plan these events will be provided), and one international event
- Works with a steering team of 3-4 people
- Works to have a growing, diverse, multi-generational alumni base
- Participates in our annual membership campaign seeking to have a minimum of 10 active members in your hub

- Assists in coordinating alumni presence when a student conference is held in your immediate area
- Shares the responsibility of managing the hub with your steering team in an effort to increase hub leadership/ownership and to ensure a successor is ready when your term of service is completed
- Oversees that all communication coming from the hub is professional and timely
- Contributes to our newsletter by providing event recaps with photos to our blog

**How long should a Hub Chair commit to his/her position?**

We ask that you commit to this position for 2 years.

**What type of support do Hub Chairs receive from AIESEC Life?**

- AIESEC Life provides its hub chairs with a contact list of known alumni in their area
- AIESEC Life also allocates a % of all Individual Membership Fees collected from alumni in your area during our annual Membership Drive back to the hub. These collected funds are kept in an earmarked fund for your hub's activities and can be used to offset expenses related to holding events. Additionally, hub leadership teams may elect to use their funds to provide financial support to the local students in the form of a scholarship or travel grant
- AIESEC Life will provide support to its hub chairs through 1:1 calls along with offering quarterly conference call for all hub chairs
- AIESEC Life will provide hub chairs with an official “hub page” that enables you to post all alumni events, track RSVPs, and communicate with all alumni in that hub network
- AIESEC Life will provide hub chairs with the chance to use our web site to a) collect payments for their events and b) help generate memberships for AIESEC Life
- AIESEC Life will actively work with AIESEC US to recruit graduating seniors into the AIESEC Life membership pool. This effort will funnel new members into the hubs as well as into our organization nationwide
- AIESEC Life will also maintain ongoing efforts to populate our database of known alumni and will provide hub chairs with updated reports to share new alumni found in their area
- AIESEC Life will provide its hub chairs the chance to engage in the planning of national and regional events as well as other major initiatives such as scholarships, travel excursions, and our involvement in the larger international alumni community

**Interested in being a hub chair? If so, please email [Daniele Lea](#) and include the following answers to the following questions:**

1. Why are you interested in taking on the hub chair role?

2. Tell us briefly about your past experience with event planning and promotion?
3. What alumni in your metro area could you approach about being a member of your steering team? (Roles include Communications Coordinator, Event Planning and LC Liaison)?
4. Do you have any concerns regarding the expectations listed above? If so, what are they?