



Alumni Reunion Policy

Purpose

Lees-McRae College warmly welcomes alumni back to campus and is committed to supporting meaningful class engagement efforts. The purpose of this policy is to provide clear guidelines for alumni groups seeking to host an official reunion event or project on the Lees-McRae College campus. These guidelines ensure that reunion activities align with institutional priorities, are coordinated effectively, and provide a positive experience for alumni and the campus community.

1. Eligibility and Leadership Structure

To host a reunion event on campus, alumni groups must:

- Identify a Reunion Host (Primary Contact) who will serve as the official liaison between the reunion group and the Office of Alumni Relations.
- Establish a Planning Committee of no more than five (5) individuals, including the Reunion Host and a representative from Lees-McRae College's Office of Advancement and Alumni Relations, to assist with coordination and decision-making.

2. Advance Notice and Planning Timeline

Alumni groups wishing to plan a reunion must submit a formal request to the Office of Alumni Relations at least six (6) months prior to the proposed reunion date. Requests received fewer than six (6) months in advance are likely to be declined. Many factors must be considered including space availability, staffing capacity, institutional priorities, scheduling conflicts, or conflict of interests with the group's members or purpose(s).

The College retains final authority regarding whether and when a reunion may be held on campus. Approval is granted at the College's discretion based on institutional priorities, campus resources, and calendar considerations. Campus space may not be advertised, reserved, contracted, or promoted until written confirmation has been provided by the College.

Exceptional situations notwithstanding, alumni groups are required to plan reunions in conjunction with established institutional signature event weekends, such as Homecoming, to maximize attendance, enhance the alumni experience, and ensure appropriate staffing and campus support.

3. Access to Class Lists and Data Confidentiality

The College shall not provide alumni or other constituent data to any party except those working in conjunction with or acting on behalf of Lees-McRae, at its direct request. Official volunteers of Lees-McRae College are required to sign non-disclosure and confidentiality agreements before receiving alumni or other constituent data.

Volunteers, if recruited or approved by the college, may request access to select data for the sole purpose of conducting outreach and engagement efforts related to their designated reunion year or alumni project. Any roster or contact information provided by the College is to be used exclusively for official communications.

Volunteers are required to maintain strict confidentiality of all constituent data and College proprietary information. College data may not be downloaded to personal devices, shared with third parties, copied, photographed, or distributed in any form.

Prior to receiving any College data, volunteers must sign non-disclosure and confidentiality agreements. Recipients of the College's data and proprietary information agree to comply with all institutional policies regarding data protection and responsible use and to return all forms of data, including new data collected, to the College at the conclusion of their reunion or class project.

Failure to adhere to these guidelines may result in revocation of access to information and a permanent ban on one's ability to be recognized and placed in volunteer roles.

4. Financial Responsibility

Reunion groups are financially responsible for all direct costs associated with their event, including but not limited to:

- Food and beverage expenses
- Tickets, gate/entry fees, or participation fees
- Room rental fees
- Equipment rentals
- Entertainment, speakers, performers, and music and digital licensing fees
- Security, custodial, or technical support fees
- Miscellaneous labor
- Alcohol permits and related compliance costs
- Decorations or specialty items

All financial arrangements must be coordinated through the Office of Alumni Relations and appropriate campus departments. Payment timelines and invoicing procedures will be communicated during the planning process.

The College does not assume financial liability for reunion-related expenses unless expressly agreed to in writing.

Failure to submit deposits or payments on a prescribed timeline may result in cancellation of the event without renumeration.

5. Branding, Promotion, and Communications

All use of the College's name, logo, and branding must be approved in advance by the Office of Alumni Relations and the Office of Marketing and Communications.

Official College channels (email, social media, website) may be used at the discretion of the College and will be subject to other institutional priorities and scheduling.

Reunion groups may not represent their event as an official College-sponsored event unless explicitly authorized.

6. Compliance with College Policies

All reunion events must comply with campus safety and security regulations, alcohol policies, conduct expectations, accessibility standards, and all applicable local, state, and federal laws.

Failure to comply may result in cancellation of the event.

7. Cancellation

The College reserves the right to cancel or modify reunion events on campus due to safety concerns, weather emergencies, institutional emergencies, insufficient registration, inadequate or inappropriate communication by the liason(s), or policy violations.

8. Policy Review

This policy is subject to review and revision at the discretion of Lees-McRae College. Exceptions to this policy may be granted only with written approval from the Office of Alumni Relations and appropriate senior leadership.

(Policy Revised Feb 2026)