



HANDBOOK

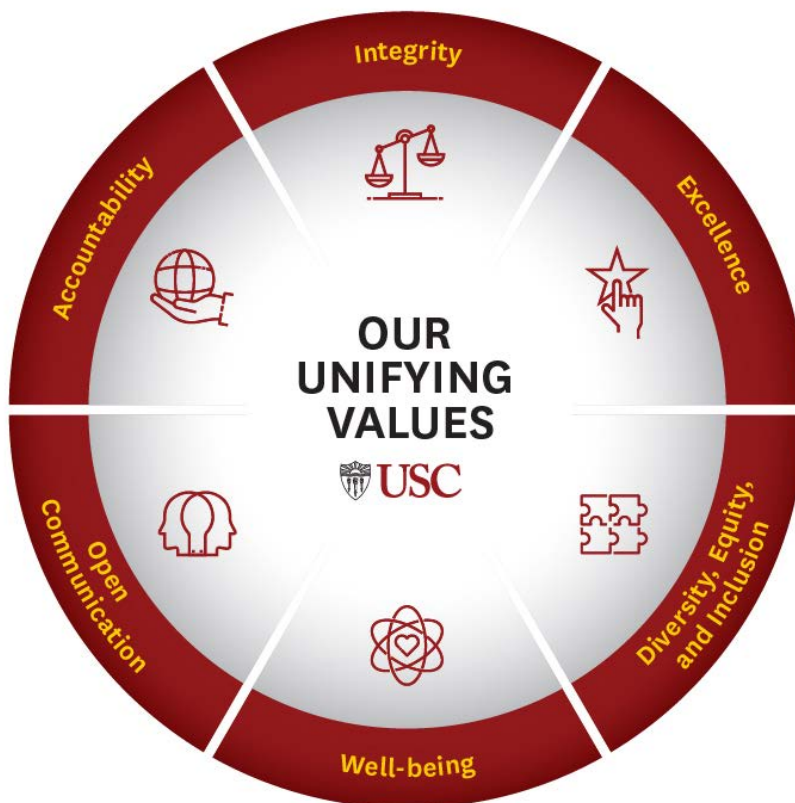
 USC Alumni



USC SCend Offs should be planned and driven by the alumni hosts. Hosts should be the ones who familiarize the guests with USC and the Trojan Family. This handbook must be reviewed by the hosts and all alumni involved in the planning process. If you have any additional questions about planning a SCend Off, or if you need further clarification on the event objectives, please contact [Norma Reyes](#).

USC SCend Off Objectives

- Welcome new students and their families to the Trojan Family.
- Provide the first interaction that new students will have with USC in what will be a lifelong relationship.
- Provide new students with local Trojan connections to help them create bonds that may last a lifetime.
- Create an environment that is warm, welcoming, relaxed, friendly and personal.
- Encourage new students to enroll in the Student Alumni Society (SAS).
- Reference and promote USC's unifying values, as outlined in the chart below.
- Have fun and celebrate the spirit of USC!





Enhancements for 2024

- Based on host feedback and in coordination with USC's student orientation team, we are holding our Summer SCend Offs from July 12 - August 11 to avoid conflicts with student orientations.
- Students will now receive regular reminders through their student portals.
- In lieu of holding SCend Off receptions within 25 miles of campus, alumni in the L.A. area are being invited to connect with students during orientations throughout the summer. The scheduled dates for these orientations are June 19, 21, 26 and 28; and July 10, 12, 22 (virtual) and 26.

SCend Off Timeline

April 25: Host training and Q&A.

May 5: Host application is due (please do not begin planning your SCend Off until a USCAA staff liaison has contacted you and approved your submission).

May 10: Hosts confirmed.

June 1: Registration opens and invitations are mailed to new students and their parents or guardians (reminder invitations will be sent on **July 1**).

Two Weeks Prior to SCend Off: A SCend Off host box will be sent to the address provided on your host application; box will include decor, name badges, permanent markers, and gifts for incoming students. In addition, registration lists are emailed to hosts at this time.

July 12 - August 11: All SCend Offs must be during this timeframe, which is based on the USC Admission Office schedule, to avoid conflict with student orientations. We are unable to make exceptions.

Host Planning Process

SELECTING A VENUE

- **Private Home:** We encourage you to host the SCend Off in the private home of a USC alum, parent or friend of the university. A home environment helps students and parents feel relaxed and makes for a warm, personal welcome.
- **Other Options:** Public venues such as parks, recreation centers, restaurants and university buildings also work well.
- If your group is in a densely populated area and you cannot secure a host or location, please contact [Norma Reyes](#) as soon as possible; through our many USC campus partners, we may be able to help.

Venue Checklist:

- Allows for an easy flow of foot traffic to support socializing
- Offers sufficient guest parking
- Meets all SCend Off needs, as confirmed by a site visit (mandatory)
- In major cities, venue must accommodate at least 40 people



FUNDING YOUR SCEND OFF

- SCend Offs provide an opportunity for alumni to welcome ALL students and their families to USC and the Trojan Family. For this reason, SCend Offs are free for each student and two parents / guardians / guests. Any additional student guests or local alumni who wish to attend are charged \$5, the entire amount going to support local scholarships.
- Hosts are expected to pay for the venue (if any charges apply) and supply light food and drinks. If you require financial assistance, please note it on your host application and a staff liaison will reach out to you.

PLANNING YOUR SCEND OFF MENU

Select a time for your SCend Off that does not commit you to hosting a full lunch or dinner. For example:

- **10:00 am - 12:00 pm:** Serve a light continental breakfast of juice, coffee, fruit and pastries.
- **2:00 - 4:00 pm:** Serve soft drinks, iced tea, chips, veggies, dips and/or a dessert spread with cookies, ice cream and coffee.
- **4:00 - 6:00 pm:** Serve soft drinks and light appetizers (e.g., trays with cheese, veggies and/or sweets, etc.).





MARKETING & REGISTRATION

The USC Alumni Association works with the USC Admission Office's New Student Orientation team to communicate with incoming students and parents.

Incoming students will receive 2 emails directing them to the SCend Off website. Reminders will also be posted in student portals.

The USC Alumni Association will handle all aspects of registration and will share the attendance list with hosts two weeks prior to their SCend Off.

Your home address will not be listed on the website. All registered guests will be sent your address, phone number and email address the week of your SCend Off.





Day of the SCend Off

THINGS TO DO AT YOUR SCEND OFF

- **Collect guest contact information** by having them sign in on the registration sheet.
- Have all student guests **wear a name badge** that includes their projected grad year and major, to help them connect with other students in the same or related major.
- **Personally greet each student and their parents/guardians/guests.** Encourage fellow regional alumni to also interact personally with students and guests.
- If your region has student scholars this year, we ask that you **acknowledge them** with a special announcement or presentation during the event. This is a great way to promote the USCAA scholarship program. Have the scholars encourage their fellow students to apply and reapply each year. Scholar information will be provided to hosts once scholarship recipients are selected.
- **Invite returning students** to your SCend Off to meet and mingle with the new students and to share their experiences.
- Talk to students about the **Student Alumni Society (SAS)** and **Society 53** and encourage them to join (see below).
- **Take pictures and/or videos** and post on social media with the following hashtags: #USCALumni and #FightOn.
- **Introduce guests to USC traditions** and have them participate in **group games.** For example, teach them the [SoCal Spellout](#), the [Fight Song](#) and/or conduct a trivia contest.
- **Thank guests** as they depart and encourage them to stay in touch with the USC Alumni Association.

STUDENT ALUMNI SOCIETY (SAS)

Encourage students to sign up for SAS when they arrive on campus so they can:

- Start building their Trojan network with alumni in their chosen fields;
- Participate in exclusive events;
- Receive priority registration for other events; and
- Be eligible to serve as USC Alumni Association (USCAA) student ambassadors through Society 53.





SOCIETY 53

- Members of the Student Alumni Society (SAS) may apply for Society 53 (named for USC's first 53 students in 1880).
- As the leadership board of SAS, Society 53 members plan events and programs that bring students and alumni together.
- Society 53 members serve as USCAA student ambassadors, who help out at alumni events and perform other tasks related to USCAA programs.



THINGS NOT TO DO AT YOUR SCEND OFF



- **Do not serve alcohol of any kind.** Please stick to soda, juice, tea, coffee, etc.
- **Do not offer marijuana to guests.** While it may be legal in some states, this falls under the same prohibition as alcohol.
- **Do not display old USC logos (i.e., the old Tommy head), club names or any other outdated branding.** Any banners, posters, signs, etc. with obsolete branding should be discarded. If you do not have access to new material, please email the staff liaison.



After Your SCend Off

- Submit your sign-in sheet to [Norma Reyes](#) within two weeks of your reception. As a token of our appreciation, we will send each host a gift once we receive the SCend Off sign-in sheet.
- Send pictures and/or videos from your SCend Off to alumnreg@usc.edu. You can also forward them to our USCAA staff liaisons.

If you have any questions about SCend Offs, please reach out to [Norma Reyes](#).

Thank you for volunteering to host and/or help plan a USC Summer SCend Off. By warmly welcoming new students and connecting them with alumni, friends and each other, you are ensuring the future of the Trojan Family.

Fight On!

