

**SECTION: Institutional Advancement/Alumni Relations and Parent Programs**  
**SUBJECT: Asbury College Travel Program**

**ISSUED BY:** Institutional Advancement  
**REPLACES:** N/A  
**APPROVED BY:** Office of Alumni Relations and Parent Programs  
**EFFECTIVE DATE:** December 1, 1996

### **Policy**

The Director of Alumni Relations and Parent Programs has responsibility for oversight of the Asbury College Travel Program.

### **Procedure**

The Director of Alumni Relations and Parent Programs maintains records of previous travel programs and plans future group travel. Points of interest for national and international travel are identified by means of survey and opinion polls. Such instruments are included in the alumni biographical form, *The Ambassador*, literature at campus events, and other promotional literature available from the alumni office. Interested persons are tagged on the database and receive promotional materials as travel programs are announced. Persons who have participated in previous trips are also tagged on the database and receive materials highlighting future travel.

The Director assumes leadership for the supervision of the tour or he may select another administrator or faculty person to be in charge. Once the destination has been identified the tour director is to request bids from two or more travel agencies which specialize in group travel (international travel may require a specialist). The itinerary with all expectations should be established to meet the needs of the group. The published price for the tour should include sufficient funds to cover all expenses for the leaders (it is recommended that a faculty or the College president be included in the leadership for lectures and interaction with the group). An additional 5% should be added to cover miscellaneous expenses incurred by the College.

Promotion of the tour includes College publications and mailings to those tagged for the travel program. For international travel it is recommended that a maximum of 36+4 persons be registered for the trip. It is recommended that a travel reunion be scheduled for the winter date of the President's Society dinner in early December. Activities with video and sharing are included with a special meal.

Persons who participate in the travel program are noted for future cultivation as donors of Asbury College.