

Proposal

Integrated Alumni Relations Program Model



North Carolina Agricultural and Technical State University



Proposal

- To transition the Alumni Association and Office of Alumni Affairs to an Integrated Alumni Relations Program

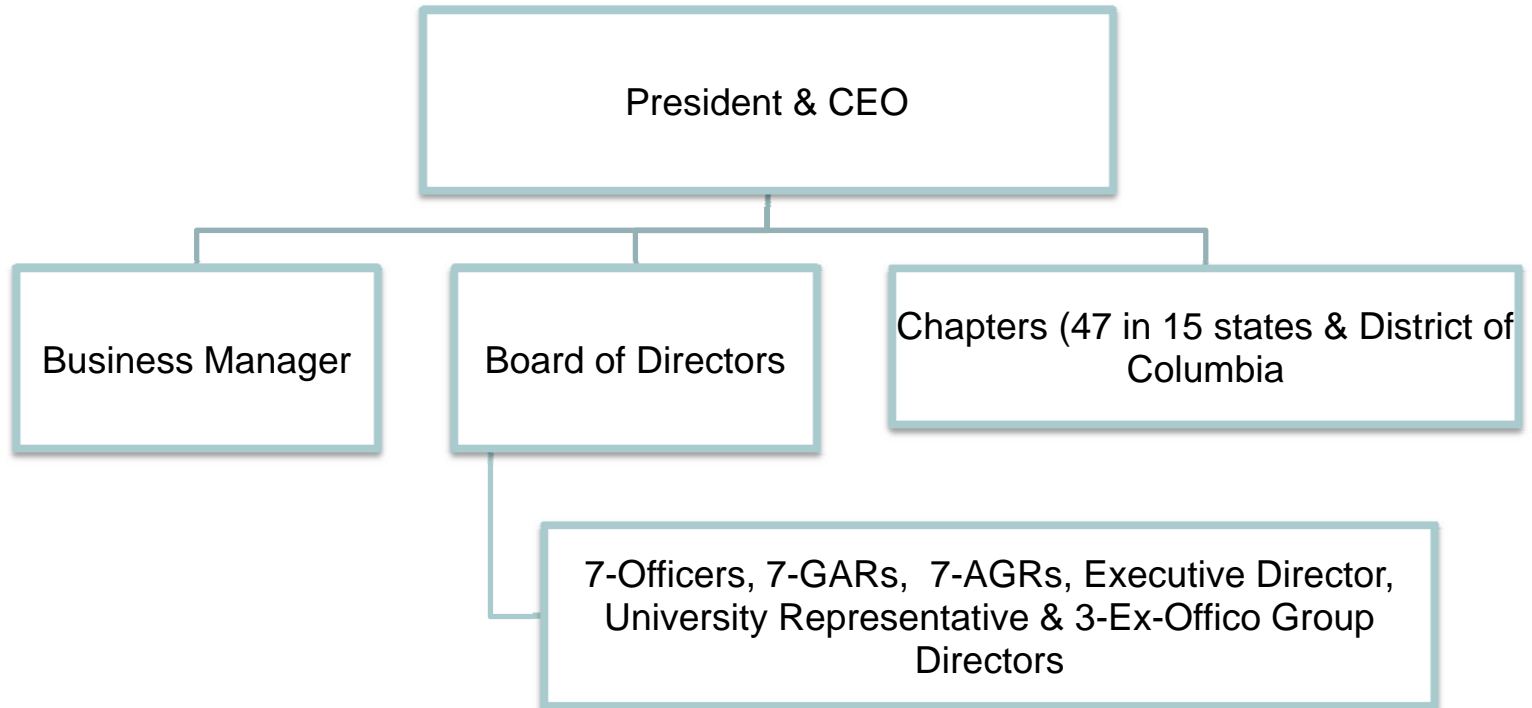


Program Summary

- To integrate both the Alumni Association and Office of Alumni Affairs functions into a comprehensive program that will produce common success by creating a thorough understanding at the University level the importance of the role of alumni relations and the ability of Alumni Association to make itself relevant all every part of the University and the broader alumni membership
- To understand what alumni need and want in their relations with our alma mater and to connect alumni programming more closely to institutional priorities

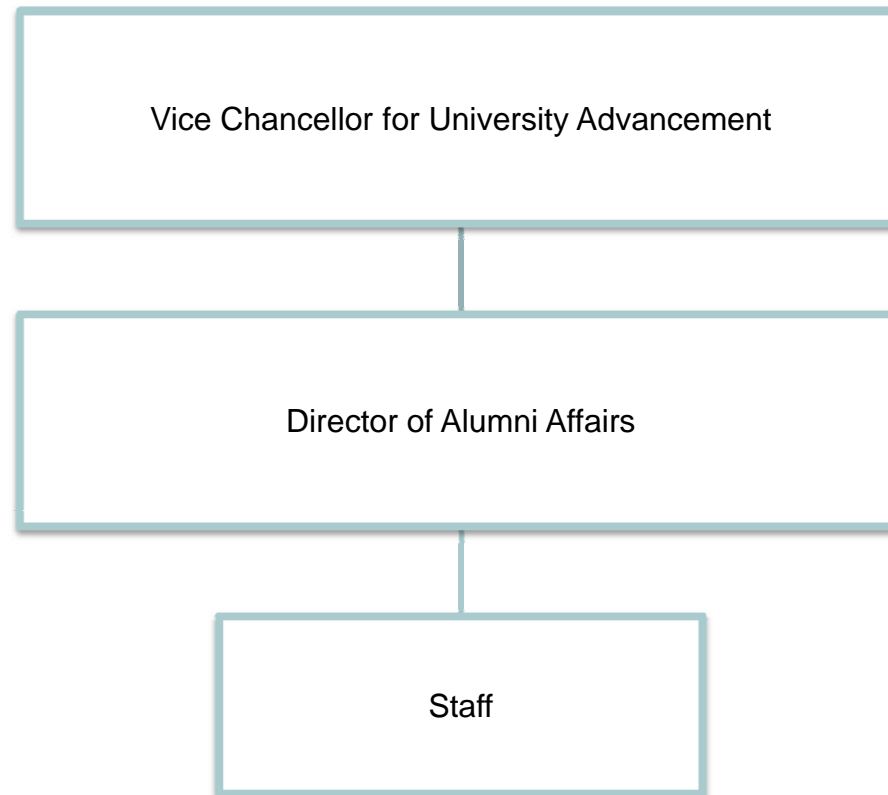


Current Alumni Association Organizational Structure





Current Office of Alumni Affairs Organizational Structure





Why The Need For Change?

For the Alumni Association:

- » Lack of interest and involvement
- » No pipeline for future leaders
- » Key volunteer vacancies
- » The cultural, spiritual and philosophical breakdown of “Aggie Pride”
- » Lack of financial resources

■ For the University:

- » Lack of effective organizational structure
- » Inaccurate, inaccessible and incomplete alumni database
- » Failure of faculty and staff to engage with the various chapters and/or alumni when traveling

■ Both Organizations:

- » Apathy
- » Tenure of staff and volunteers becoming ineffective
- » Lack of defined roles
- » Political climate
- » Failure to adapt to cultural & generational changes
- » Others profiting off the A&T brand
- » Lack of comprehensive communication strategy
- » Broken structure, relationships and trust



Our Five Bold Steps

1. Restructure Alumni Association & Office of Alumni Affairs Staff
2. Unify under a single mission
3. Define roles & strategic responsibilities
4. Integrated Strategic Plan
5. Rebuild trust between Alumni Association & Office of Alumni Affairs



Key Benefits

- Eliminate wasting of time and resources by duplicating efforts
- Improve customer service by positioning the office on campus as the central repository of alumni information
- Employ professional staff with the necessary expertise to manage a non-profit, lead strategic planning efforts and manage the day-to-day operations
- Utilize the talents, skills and expertise of volunteers in a manner that maximizes their volunteer experience
- Holds staff and volunteers mutually accountable for the success of the program by identifying and measuring results on mutually agreed upon metrics
- Provide alumni with concierge services to navigate the complexity of a large University
- Be built upon a shared vision and strategic plan that has been developed by representative committee of stakeholders



Opportunities for Alumni

- To reconnect with fellow graduates, University staff and to support our alma mater in a meaningful way
- For career development through lifelong learning (post graduate study, short courses offered by Professional and Continuing Education, etc), access to business networks, mentoring programs and employment opportunities
- Recognition, promotion and utilization of our professional skills, experience, status and knowledge
- Access to a global alumni community where membership provides unique benefits and services



Opportunities for the University

- Support for the University's recruitment, marketing and philanthropic initiatives
- Increasing the profile of the University both locally, nationally and globally as a leader in education, business, engineering and research
- Enriching and supporting the student experience
- Seeking feedback and advice to develop a more effective and mutually beneficial relationships with industry, government and the wider community and to ensure relevance of curriculum and research

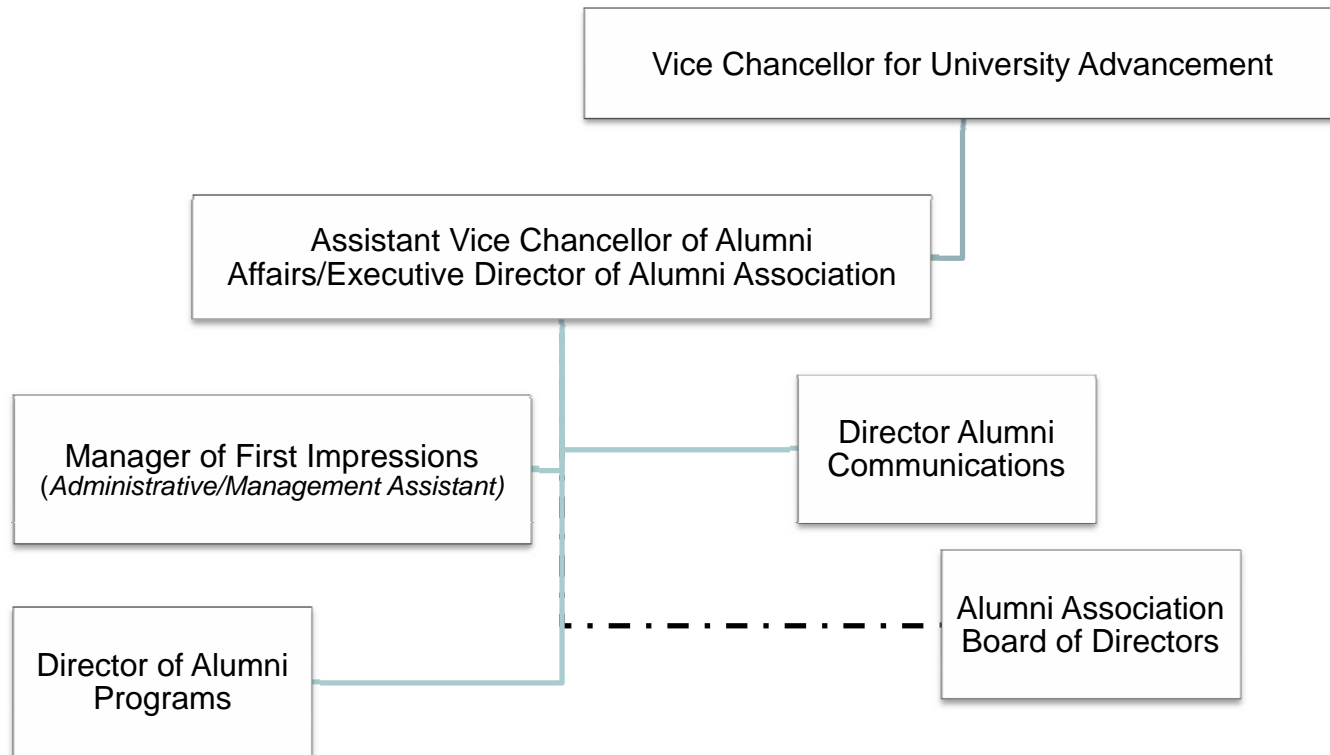


Statement of Work

- Communicate proposed integrated alumni relation program to stakeholders
- Get support, buy-in and approval of proposed integrated alumni relations program
- Implement new integrated alumni relations program organizational structure
- Review and update all governance documents, i.e., constitution and bylaws, memorandum of understanding, etc.
- Engage in comprehensive strategic planning process

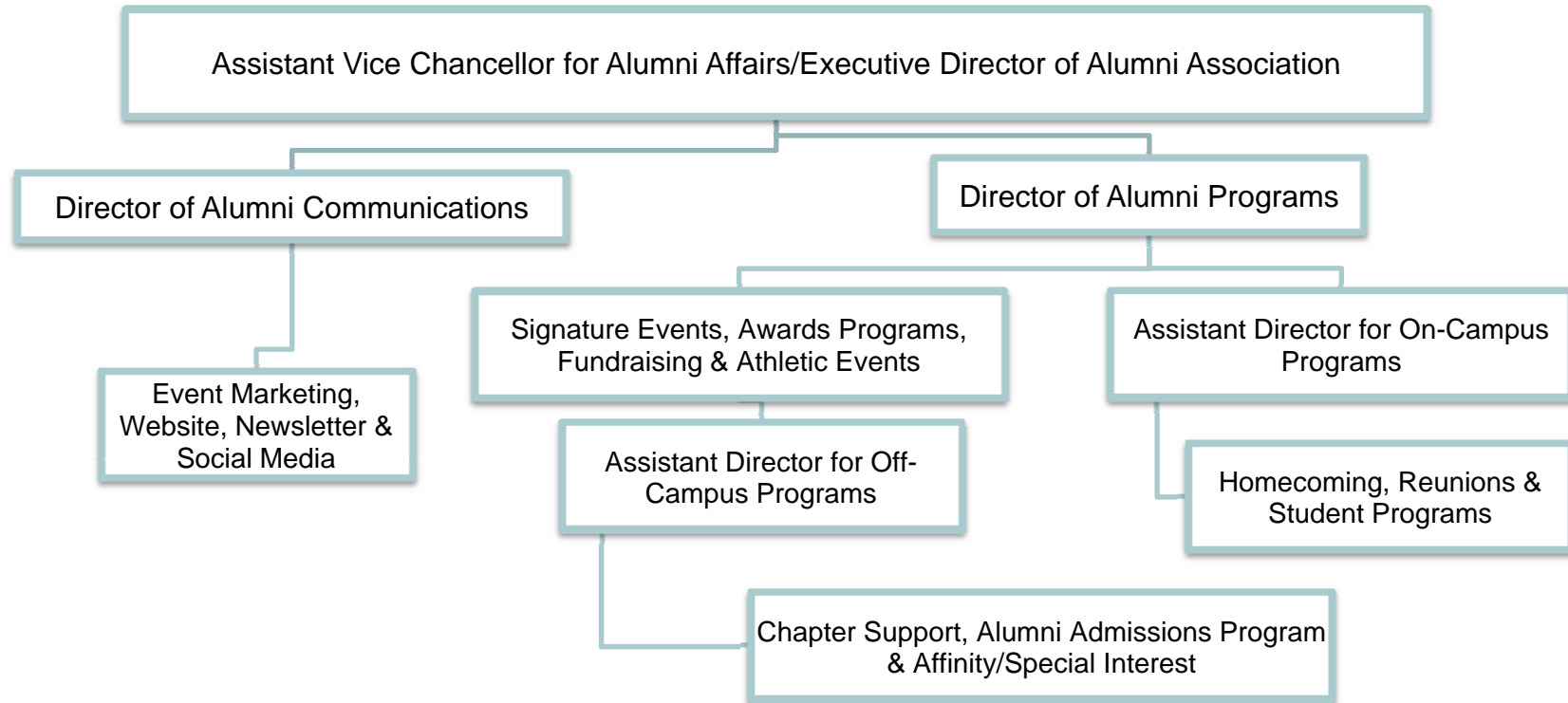


Integrated Alumni Relations Program Organizational Structure





Integrated Alumni Relations Program Organizational Structure





Major Organizational Changes

- Elimination of the Executive Director position as a part-time employee of the Alumni Association
- Creation of an Assistant Vice Chancellor for Alumni Affairs/Executive Director of the Alumni Association position
- Reorganization and hiring of additional on-campus staff
- Day-to-Day operations moved to on-campus staff
- Recreation of the Alumni Association's Board of Directors (BOD)
 - » Currently the BOD consists of 24 individuals who are elected nationally with the exception of the Executive Director and the Immediate Past President
 - » New BOD will also consist of 24 individuals
 - 12 for the current BOD
 - 12 new representatives
 - 3 Representatives from NCA&T Board of Trustees
 - 3 Representatives from NCA&T Board of Visitors
 - 2 Representatives from the NCA&T AAF
 - 4 Representatives from the Chancellor



Things That Will Not Change

- The Association will maintain its separate 501(c)3 tax exempt status
- The current assets of the Association will remain the assets of the Association



Program Timetable

	Description	Start Date to Completion Date
Phase 1	Define Proposed Integrated Alumni Relations Program	April 2012 – January 2013
Phase 2	Tentatively setup new BOD	February – March 2013
Phase 3	Communicate Proposal for Integrated Alumni Relations Program to all stakeholders	March 2013 – May 2013
Phase 4	Vote on approval of Integrated Alumni Relations Program	May 2013
Phase 5	Implementation of Integrated Alumni Relations Program	July 2013



FAQs

1. Why is the Alumni Association & the Office of Alumni Affairs restructuring?

The Alumni Association and the Office of Alumni Affairs are restructuring to better service the needs of both the Alumni and the University.

2. What is an integrated alumni relations program?

The integrated alumni relations program is a partnership between the Office of Alumni Affairs and the Alumni Association. Clear roles and responsibilities will be defined, where the day-to-day operations and management will reside with the on-campus alumni staff and the fiduciary control, strategic planning and vision for the program will reside with the volunteer leadership (Alumni Association Board of Directors).

3. Is the Alumni Association going to dissolve?

No, the Alumni Association will remain and maintain its separate 501(c)3 tax exempt status. The brand of the NCA&TSU Alumni Association will be preserved and our integrated alumni relations program will embrace and work under the Association/Advancement flag.



FAQs

4. How will chapters be affected?

Chapters will experience improved communications and professional support via direct on-campus support. The major day-to-day chapter operations will not be immediately impacted.

5. Will the membership be able to provide input or have a voice on this proposal?

The membership will vote to approve the proposal during the annual meeting. The membership's feedback will be solicited and welcomed throughout the transition process and in the future.

6. What are the initial duties and responsibilities of the proposed new Board of Directors?

- (a) To elect the officers of the Board*
- (b) Review and revise the all governance documents, i.e. Constitution and By-Laws, etc.*
- (c) Communicate the implementation plan to stakeholders*
- (d) Broad base meeting with Chapters*
- (e) Develop a comprehensive strategic planning process.*



FAQs

7. How will this proposal change impact the Annual Meeting?

This change will not impact the current fiscal year's annual meeting.

8. What is the implementation date for the proposed change?

The implementation date for the proposed change, pending membership approval will be July 1, 2013.



Endorsements

- Board of Directors, North Carolina A&T State University Alumni Association
- Board of Trustees, North Carolina A&T State University
- Board of Visitors, North Carolina A&T State University
- Aggie Athletic Foundation, North Carolina A&T State University



North Carolina Agricultural and Technical State University

Questions?