



2017

## 2017 AABD Charters

Alumni Association, Illinois Wesleyan University

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# Alumni Admissions Advisory Committee

2017-2018 CHARTER

PRESENTED: April 7, 2017

This Charter documents details regarding the **Alumni Admissions Advisory Committee** (Group), which is a Committee / Auxiliary Group of the Illinois Wesleyan University Alumni Association. This documents the operations and goals of the Group, and represents an agreement between the Group members and the Board of Directors of the IWU Alumni Association. This document is binding for a period of one year from the date it is adopted by the Group and ratified by the Board of Directors at its Spring meeting each year.

## LEADERSHIP

- Michele Darnell, Chair
- Qiana Cryer Coupet, Member
- David Darling, Member
- Tom Monken, Member
- Ade Olayinka, Member
- Desiree Quizon-Colquitt, Member
- Amy Tenhouse, Member

## OPERATING MODEL

- Assist the IWU Admissions Office with outreach efforts
- Monthly email and/or calls
- Identify alumni who can assist our committee

## GOALS & DELIVERABLES

| GOAL   | MEASURE OF SUCCESS   | TARGET DATE    | AABD STRATEGIC PRIORITY ALIGNMENT | IPA ALIGNMENT |
|--|--|----------------|-----------------------------------|---------------|
| <i>Committee members will call accepted students</i>   | Goal of reaching 100 students                              | May 1, 2017    | Engage Alumni with the University | Advocate      |
| <i>Committee members will provide letters that can be emailed to accepted students and their parents</i> | Goal of contacting 50% of accepted students                | May 1, 2017    | Engage Alumni with the University | Advocate      |
| Committee will create goals for calls, letters and events for the next year                              | Goal of reaching out to prospective applicants and parents | August 1, 2017 | Engage Alumni with the University | Advocate      |

# IWU Council for Women

## 2017-2018 CHARTER

PRESENTED: April 7, 2017

This Charter documents details regarding the *IWU Council for Women*, which is a Committee / Auxiliary Group of the Illinois Wesleyan University Alumni Association. This documents the operations and goals of the Group, and represents an agreement between the Group members and the Board of Directors of the IWU Alumni Association. This document is binding for a period of one year from the date it is adopted by the Group and ratified by the Board of Directors at its Spring meeting each year.

## LEADERSHIP

- Jennifer Jones, President
- Laine Twanow, President Elect
- Abby Sullivan, VP Engagement
- Erin Rahn, VP Membership
- Alissa Sherman, Marketing Committee Chair
- Molly Rollings, Development Committee Chair

## OPERATING MODEL

- Quarterly Updates: Recap leadership meetings and goals
- Quarterly Leadership Meetings
- Annual Summit
- 1-2 Other Initiatives for Non-Summit Attendees
- Utilize Onboarding Document
- New Campaign to Reach Endowment Goals

## GOALS & DELIVERABLES

| GOAL  | MEASURE OF SUCCESS  | TARGET DATE             | AABD STRATEGIC PRIORITY ALIGNMENT                                | IPA ALIGNMENT |
|---|---|-------------------------|--|---------------|
| <i>1) Recognize engagement of time and talent between existing council members and students is different. Create 2 platforms: Summit &amp; Non-Summit Engagement</i>  | 75% engagement in one initiative (mentoring, event and/or summit)                             | March 2018              | Engage Alumni with the University; Develop Student Relationships | Partner       |
| <i>2) Continue brand awareness initiatives to reach goals #1 and #3. Increase social media usage and personal 1x1 connections.</i>  | Discuss with membership, engagement and marketing and implement actions.                      | March 2018              | Engage Alumni with the University; Develop Student Relationships | Advocate      |
| <i>3) Reach 90% participation annual fund and introduce new campaign to reach \$60,000 in fund to become endowed by 2020. Reach scholarship \$1000/student annually and be a self-sustaining auxiliary group.</i> | April All In 100%; Develop 3 year plan and communicate to members. Expand committee if needed | April 2017 – March 2018 | Increase Alumni Participation Rate.                              | Invest        |

# Minority Alumni Network (The Network)

PRESENTED: April 7, 2017

## 2017-2018 CHARTER

This Charter documents details regarding the Minority Alumni Network ( hereinafter “The Network”), which is a Committee / Auxiliary Group of the Illinois Wesleyan University Alumni Association. This documents the operations and goals of The Network, and represents an agreement between The Network members and the Board of Directors of the IWU Alumni Association. This document is binding for a period of one year from the date it is adopted by The Network and ratified by the Board of Directors at its Spring meeting each year.

### LEADERSHIP

Co-Chairs: Qiana Cryer-Coupet & Cecilia Mendoza

Representing Directors from the Alumni Association Board:

-Debra Burt-Frazier

-David Darling

-Desiree Quizon-Colquitt

-Derrick Tillman-Kelly

Titan to Titan Connections (TTC) Lead: Josi Bañales

### OPERATING MODEL

- Network Wide Updates twice a year via email & mail (May & December).
- Committee leads will meet via conference call or in person as events warrant.
- Committee members are expected maintain open lines of communication, attend meetings, conference calls, and scheduled events.
- Key dependencies: ODI, Dean of Students Office, Office of Alumni Engagement

| GOALS & DELIVERABLES  | MEASURE OF SUCCESS  | DATE  | AABD ALIGNMENT   | IPA                  |
|---|---|---|--|----------------------|
| <b>Titan to Titan Connections</b><br>* Implement End of Semester Evaluation to track engagement & obtain satisfaction feedback.<br>* Develop & Implement Student Liaison position within ODI office.<br>* Create a Network FB PAGE to better share Network information with students. | * 30% Response Rate Per Evaluation<br>* Student Assigned as Liaison<br>* # of Students Following FB page (All Current Students) | * April 2017;<br>December 2017<br>*August 2017<br>*April 2017 | Engage Alumni with the University; Develop AABD and Student Relationship   | Partner;<br>Advocate |
| <b>MALANA Graduation</b><br>* Increase # of alumni in attendance at the MALANA Graduation.<br>* Increase involvement from new alumni.   | * # of Network Alumni in Attendance<br>* # of '17 Alumni involved with The Network Activities (3-4)                             | April 9, 2017;<br>April 2018                                  | Engage Alumni with the University; Develop AABD and Student Relationship   | Partner              |
| <b>Annual Network Picnic</b><br>* Continue to increase attendance.<br>* Engage more Alumni, specifically those who have not been involved or connected.   | * # of incoming students, current students, and alumni in attendance<br>* # of alumni who are attending for the first time      | August 6, 2017  | Develop AABD and Student Relationship; Increase alumni participation by 2% | Partner;<br>Invest   |
| <b>Transitioning Leadership</b><br>*Identify next Co-Chairs for Fall 2018.  | *Identify 4 Individuals who are interested in leading   | March 2018  | Succession Planning for AABD Leadership                                    | Partner              |

# NEWSLETTER EDITORS COMMITTEE

## 2017-2018 CHARTER

PRESENTED: April 7, 2017

This Charter documents details regarding the **NEWSLETTER EDITORS COMMITTEE** (Group), which is a Committee / Auxiliary Group of the Illinois Wesleyan University Alumni Association. This documents the operations and goals of the Group, and represents an agreement between the Group members and the Board of Directors of the IWU Alumni Association. This document is binding for a period of one year from the date it is adopted by the Group and ratified by the Board of Directors at its Spring meeting each year.

## LEADERSHIP

- Chair – TBD
  - WesDyke '02 Interim
- Alan Leahigh '67
- All Class Newsletter Editors

## OPERATING MODEL

- The group will function primarily through quarterly conference calls.
- A potential in-person meeting during Homecoming is being considered.
- Ongoing correspondence with the Alumni Relations Office occurs regularly via email.
- Attendance on conference calls is requested. In-person meeting participation is based on availability.
- The group will use IWU conference call lines and meeting space (when applicable).
- Alumni Relations Office assistance required.

## GOALS & DELIVERABLES

| GOAL   | MEASURE OF SUCCESS                      | TARGET DATE   | AABD STRATEGIC PRIORITY ALIGNMENT | IPA ALIGNMENT |
|--|---|---------------|-----------------------------------|---------------|
| <i>Hold second committee conference call</i>   | Secure at least 6 attendees             | June 2017     | Engage Alumni with the University | Partner       |
| <i>Identify and appoint Chair to drive activities forward</i>  | Chair named and leading quarterly calls | October 2017  | Engage Alumni with the University | Partner       |
| <i>Hold first in-person meeting of Newsletter Editors if sufficient interest and availability</i>  | Meeting held with objectives met        | October 2017  | Engage Alumni with the University | Partner       |
| <i>Implement two additional process improvements or communication enhancements to continue improving Newsletter effectiveness and efficiency</i> | Improvements implemented                | February 2018 | Engage Alumni with the University | Partner       |

# Parent & Legacy

2017-2018 CHARTER

PRESENTED: April 7, 2017

This Charter documents details regarding the Parent & Legacy (Group), which is a Committee / Auxiliary Group of the Illinois Wesleyan University Alumni Association. This documents the operations and goals of the Group, and represents an agreement between the Group members and the Board of Directors of the IWU Alumni Association. This document is binding for a period of one year from the date it is adopted by the Group and ratified by the Board of Directors at its Spring meeting each year.

## LEADERSHIP

- Tom Monken
- Amy Tenhouse
- Michelle Darnell

## OPERATING MODEL

- Engage alumni parents & current legacy students with help from a student liaison legacy group
- Foster better communication with legacy parents
- Create social events for legacy parents, current legacy students, & potential legacy students to connect alumni & legacy students
- Quarterly emails to alumni/legacy families with a focus on highlighting a legacy family each quarter

## GOALS & DELIVERABLES

| GOAL   | MEASURE OF SUCCESS                       | TARGET DATE             | AABD STRATEGIC PRIORITY ALIGNMENT                           | IPA ALIGNMENT |
|--|--|-------------------------|---|---------------|
| <i>Follow up with emails to current legacy students &amp; alumni parents</i>                   | Email sent and feedback reviewed         | April 1, 2017           | Connect alumni & future alumni with IWU                     | Advocate      |
| <i>Finalize student legacy liaison committee for 2017-18 school year</i>                       | Committee of 8-10 legacy students formed | May 1, 2017             | Develop student relationships with alumni association & IWU | Partner       |
| <i>Develop quarterly email concept for legacy families along with social media connections</i> | Format created and established           | Spring IWU AABD meeting | Communicate with legacy parents/families                    | Advocate      |
| <i>Work with student liaison committee to create social gatherings for legacy families</i>     | Social event planned                     | August 2017             | Foster better relationships with legacy families and IWU    | Partner       |

# PRIDE ALUMNI COMMUNITY (PAC)

2017-2018 CHARTER

PRESENTED: April 7, 2017

This Charter documents details regarding the **PRIDE ALUMNI COMMUNITY**(Group), which is a Committee of the Illinois Wesleyan University Alumni Association. This documents the operations and goals of the Group, and represents an agreement between the Group members and the Board of Directors of the IWU Alumni Association. This document is binding for a period of one year from the date it is adopted by the Group and ratified by the Board of Directors at its Spring meeting each year.

## LEADERSHIP

- Ed Pacchetti, 91
- Rachel Paturi '13
- Jim Richter '93
- Derrick Tillman-Kelly '09
- Alexa Letourneau, Pride Alliance Representative
- Dirk Behrends' 87 *ad hoc* member

## OPERATING MODEL

- PAC will serve as connector of Pride alumni & students
- Monthly teleconferences in addition to fall and spring meetings of the IWU AABD
- Leadership must attend 75% teleconferences
- Newsletter

## GOALS & DELIVERABLES

| GOAL  | MEASURE OF SUCCESS                          | TARGET DATE              | AABD STRATEGIC PRIORITY ALIGNMENT                              | IPA ALIGNMENT     |
|---|---|--------------------------|--|-------------------|
| Grow and develop current committee members and identify emerging leaders                  | Engaged leadership team with assigned roles | October 2017 and ongoing | Succession Planning for AABD Leadership                        | Advocate, Partner |
| Engage membership through regular communication and outreach efforts through social media | Membership survey, attendance at PAC events | Summer 2018              | Engage alumni w/ the University; Develop student relationships | Advocate, Partner |
| Increase support of Pride Giving Circle Scholarship                                       | Award two scholarships annually             | May 2017                 | Increase Alumni Participation Rate by 2%                       | Invest            |
| Increase Pride alumni and student interactions  | Calendar of interaction opportunities       | October 2017 and ongoing | Engage alumni w/ the University; Develop student relationships | Partner           |

# REGIONAL ALUMNI CHAPTERS COMMITTEE

2017-2018 CHARTER

PRESENTED: April 7, 2017

This Charter documents details regarding the **REGIONAL ALUMNI CHAPTERS COMMITTEE** (Group), which is a Committee / Auxiliary Group of the Illinois Wesleyan University Alumni Association. This documents the operations and goals of the Group, and represents an agreement between the Group members and the Board of Directors of the IWU Alumni Association. This document is binding for a period of one year from the date it is adopted by the Group and ratified by the Board of Directors at its Spring meeting each year.

## LEADERSHIP

- Co chairs - Al Black & Marianne Wolf-Astrauskas
- See Exhibit "A"

## OPERATING MODEL

- The Group functions as a coalition of the presidents of the regional alumni chapters who collaborate to schedule and plan alumni events in their metropolitan areas, and may also welcome students on field trips, assist alumni new to their areas, and assist in recruiting prospective students.
- The Group meets by quarterly conference call.
- Members are expected to attend the quarterly conference calls as well as their local events.

## GOALS & DELIVERABLES

| GOAL  | MEASURE OF SUCCESS   | TARGET DATE   | AABD STRATEGIC PRIORITY ALIGNMENT   | IPA ALIGNMENT   |
|---|--|---------------|---|---|
| <i>Plan, schedule, and execute alumni events.</i> | In large areas, 2 or more events annually.<br>In smaller areas, one event annually.<br>Number of events and number of attendees. | Ongoing       | Engage Alumni with the University; Increase Alumni Participation Rate by 2% | Partner (connect with fellow alumni; connect with IWU; attend events); Invest (give and thank donors) |
| <i>Increase attendance at events.</i>             | Total number of attendees at all regional events.  | December 2017 | Engage Alumni with the University; Increase Alumni Participation Rate by 2% | Partner; Invest   |



# EXHIBIT "A"

## Member

Guy Gebhardt, 1969  
Marianne Wolf-Astrauskas, 1976  
Chris Kerz, 1972  
Steve Lomvardis, 1999  
Molly McLay, 2006  
Mary Gilliam, 2006  
Earl Franz, 1970  
Megan Howe, 2005  
Jim Mullins, 2003  
Evan Lowery, 2008  
Shaye Mandle, 1993  
Vacant  
Wes Dyke, 2002  
Al Black, 1979  
Vacant  
Stephanie Travers, 2005  
Mandy Leifheit, 1996  
Bill Roberts, 1964  
Gale Starkey, 1988  
Amy Tenhouse, 1997

## City

Atlanta  
Chicago  
Northern California  
Southern California  
Champaign  
Dallas  
Denver  
Indianapolis  
McLean County  
Milwaukee  
Minneapolis  
New York  
Raleigh/Durham  
Peoria  
Rockford  
Phoenix  
Seattle  
Springfield  
St. Louis  
Washington, DC

# Student Alumni Council (SAC)

2017-2018 CHARTER

PRESENTED: April 7, 2017

This Charter documents details regarding the Student Alumni Council, which is a Committee / Auxiliary Group of the Illinois Wesleyan University Alumni Association. This documents the operations and goals of the Group, and represents an agreement between the Group members and the Board of Directors of the IWU Alumni Association. This document is binding for a period of one year from the date it is adopted by the Group and ratified by the Board of Directors at its Spring meeting each year.

## LEADERSHIP

- Claudia Brogan, Co-Chair
- Elly Jones, Co-Chair
- Will Teichman, Student Senate President
- Alani Sweezy, Student Senate Vice-President
- Additional Student Senate Members
- Karla Carney-Hall, Dean of Students

## GOALS & DELIVERABLES

## OPERATING MODEL

- Assist Dean of Students Office
- Monthly emails and calls
- On-campus meetings 2x a year
- Identify students and alumni who can assist the committee.
- Identify opportunities where alumni can assist students
  - 8 – 12 member SAC
- Updated LinkedIn site for alumni/student mentoring
- Support from the Office of the Dean

| GOAL   | MEASURE OF SUCCESS                  | TARGET DATE       | AABD STRATEGIC PRIORITY ALIGNMENT     | IPA ALIGNMENT    |
|--|-------------------------------------|-------------------|---------------------------------------|------------------|
| <i>Plan, schedule and execute alumni/student reception and backpacks to briefcases/grad school/backstage event(s).</i> | Goal of 1 – 2 events                | October 31, 2017  | Develop board and student partnership | Partner          |
| <i>Identify alumni mentors</i>   | Goal of 50 alumni mentors           | September 1, 2017 | Engage Alumni with the University     | Partner/Advocate |
| <i>Senior Class Gift</i>   | 20% participation from senior class | April 30, 2018    | Increase alumni participation rate    | Invest           |

# WESLEYAN FUND COMMITTEE

2017-2018 CHARTER

PRESENTED: April 7, 2017

## LEADERSHIP

- Beth Keegan, Director, WF
- Dirk Behrends, Chair
- Desiree Quizon-Colquitt – All In
- Evan Lowery
- John Thiel
- Nick Nichols
- Bob Jackson
- Mark Brown

## OPERATING MODEL

- The Chair and WF Director will communicate with the committee and WF liaisons on plans, progress & results each quarter, or more frequently as needed.
- The committee will assist the Wesleyan Fund staff and other Alumni Engagement Staff as requested.
- Continued review of existing campaigns and assistance in 3 major volunteer efforts utilizing volunteer based CRM tool
- All serve as “solicitors” for the WF, especially during All In

## GOALS & DELIVERABLES

| GOAL   | MEASURE OF SUCCESS   | TARGET DATE  | AABD STRATEGIC PRIORITY ALIGNMENT                 | IPA ALIGNMENT           |
|--|--|--|---|-------------------------|
| <i>Conduct three volunteer campaigns: CYE, All In, FYE</i>   | Contact goal based on each particular campaign   | June/July 2017, November/December 2017, April 2018 | Increase alumni donors to 5,000 and dollars given | Invest/Partner/Advocate |
| <i>Develop a Wesleyan Fund support training program for board members, regional presidents and close volunteers.</i>     | Completion/Execution of program documentation  | Fall 2017  | Increase alumni donors to 5,000 and dollars given | Partner                 |
| <i>Collaborate with the Alumni Engagement staff on recognizing and stewarding Wesleyan Fund donors at alumni events.</i> | Program implementation at all alumni events  | August 2017  | Increase alumni donors to 5,000 and dollars given | Invest/Partner/Advocate |
| <i>Secure 100% participation from AABD</i>   | 100% commitments<br>100% fulfillment   | July 2017 & July 2018                              | Increase alumni donors to 5,000 and dollars given | Invest                  |
| <i>Work with auxiliary groups to increase giving participation.</i>  | Each auxiliary group identifies a Wesleyan Fund liaison; each auxiliary group is responsible for conducting one campaign or effort that supports the Wesleyan Fund | Ongoing  | Increase alumni donors to 5,000 and dollars given | Partner/Advocate        |

## WESLEYAN FUND Auxiliary Group Liaisons

Minority Alumni Network - TBD

Council for IWU Women – Molly Rollings/Marilyn Graves

Pride Alumni Community - Ed Pachetti

Young Alumni Council – George Aliaga

Regional Alumni Chapters - Al Black

Parent Board - TBD

Greek Alumni Network - (Scott Huch to provide direction)

# Young Alum Council

## 2017-2018 CHARTER

PRESENTED: April 7, 2017

This Charter documents details regarding the **GROUP NAME** (Group), which is a Committee / Auxiliary Group of the Illinois Wesleyan University Alumni Association. This documents the operations and goals of the Group, and represents an agreement between the Group members and the Board of Directors of the IWU Alumni Association. This document is binding for a period of one year from the date it is adopted by the Group and ratified by the Board of Directors at its Spring meeting each year.

### LEADERSHIP

- Megan Howe, Chair
- George Aliaga, Committee Member
- Katy Buscio, Committee Member

### GOALS & DELIVERABLES

### OPERATING MODEL

- We meet the first Monday of each month via phone with frequent text/email communication in between on targets and initiatives.
- Resources used: Adriane and team as well as more frequent lines of communication with Regional President and respective YA point persons in each region.
- Expectations are clear: we set action steps during our calls that relate to our initiatives and we expect each other to execute. We hold each other accountable through email communication upon completion.

| GOAL   | MEASURE OF SUCCESS                               | TARGET DATE  | AABD STRATEGIC PRIORITY ALIGNMENT | IPA ALIGNMENT        |
|--|--|--------------|-----------------------------------|----------------------|
| Increase overall Young Alum donations by 20% this fiscal year.   | 20% over total donors from fiscal year 15-16     | May 2018     | Increase Alum Participation by 2% | Invest               |
| Establish Young Alum point persons in each region and conduct monthly touch base calls with each to drive YA event attendance. | 21 new YA contacts (focus on 2011 grads forward) | May 1 2017   | Engage Alumni with the University | Partner              |
| Host one Young Alum specific event per quarter in each of the following regions: Chicago, McClean County, St Louis             | 4 events over the next calendar year             | April 1 2017 | Engage Alumni with the University | Partner              |
| Create appropriate Social Media page/group for each Young Alum region.   | 21 total Social Media Venues created             | August 1     | Engage Alumni with the University | Partner/<br>Advocate |