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2015 Admissions Advisory Committee Charter

Charter Overview

This Charter presents details related to the functioning of the **Alumni Admissions Advisory Committee**, which is an Auxiliary Group of the Illinois Wesleyan University Alumni Association. It discusses details regarding the operation of this Auxiliary Group and represents an agreement between the auxiliary group members and the Board of Directors of the IWU Alumni Association. This document is to be binding for a period of one year from the date it is adopted by the Auxiliary Group and ratified by the Board of Directors at its spring meeting each year.

Relevant Strategic Plan Goals for the Auxiliary Group

- ▶ Develop a stronger relationship between the Admissions Office and IWU alumni
 - Assist in recruiting prospective students to IWU
- ▶ By involving alumni in recruiting efforts, strengthen other connections to IWU

Auxiliary Group Leadership and Membership

- ▶ Committee Chair: Jennifer Shaughnessy*
- ▶ Committee Vice-Chair:n/a Committee Secretary: n/a
- ▶ Committee Members: George Freeman*, Amy Tenhouse*, Dirk Behrends, Greg Smith, Margaret Varney
 - ▶ Auxiliary Representative to Alumni Association Board of Directors: Jennifer Shaughnessy
- ▶ Membership Criteria / Qualifications: Open to all alumni interested in assisting the Admissions Office with recruiting efforts

Auxiliary Group Activities and Operations

- ▶ Leadership Committee (or Auxiliary Group) Meeting Frequency & Venue: n/a
 - ▶ Attendance Requirements: 100% expected

- ▶ Review minutes from previous meeting and the status of open action items
- Discuss status report presented by Auxiliary Group Chair and/or Board of Directors Representative
 - ▶ Review progress toward achievement of Strategic Plan goals
 - Wrap up & report to Board of Directors

2015 Class Newsletter Editors Committee Charter

Charter Overview

This Charter presents details related to the functioning of the Class Newsletter Committee, which is an Auxiliary Group of the Illinois Wesleyan University Alumni Association. It discusses details regarding the operation of this Auxiliary Group and represents an agreement between the auxiliary group members and the Board of Directors of the IWU Alumni Association. This document is to be binding for a period of one year from the date it is adopted by the Auxiliary Group and ratified by the Board of Directors at its spring meeting each year.

Relevant Strategic Plan Goals for the Auxiliary Group

- ▶ Recruit, train and develop volunteer e-newsletter editors
- ▶ Engage alumni base in regular newsletter clicks/page visits and contributions
 - ▶ Develop statistical measurement tools to evaluate newsletter penetration.

Auxiliary Group Leadership and Membership				
▶ Committee Chair: Tim Brophy	Committee Vice-Chair:	Committee Secretary:		
Committee Members:				
Auxiliary Representative to Alumni Association Board of Directors: Tim Brophy				
Membership Criteria / Qualifications:				

Auxiliary Group Activities and Operations

- ▶ Leadership Committee (or Auxiliary Group) Meeting Frequency & Venue: __n/a_____/ ______/
 - ▶ Attendance Requirements: 100% expected

- ▶ Review minutes from previous meeting and the status of open action items
- ▶ Discuss status report presented by Auxiliary Group Chair and/or Board of Directors Representative
 - ▶ Review progress toward achievement of Strategic Plan goals
 - Wrap up & report to Board of Directors

2015 MAN Charter

Charter Overview

This Charter presents details related to the functioning of the Minority Alumni Network (The Network) which is an Auxiliary Group of the Illinois Wesleyan University Alumni Association. It discusses details regarding the operation of this Auxiliary Group and represents an agreement between the auxiliary group members and the Board of Directors of the IWU Alumni Association. This document is to be binding for a period of one year from the date it is adopted by the Auxiliary Group and ratified by the Board of Directors at its spring meeting each year.

Relevant Strategic Plan Goals for the Auxiliary Group

- ▶ Showcase the accomplishments of alumni of color
- ▶ Provide the conduit to support incoming and current MALANA students and alumni
- Assist the University in achieving a student and faculty population that is racially and ethnically diverse

Auxiliary Group Leadership and Membership

- ▶ Committee Co-chair: Cecilia Mendoza Committee Co-chair: Qiana Cryer-Coupet Immediate Past Chair: Deon Hornsby
 - Mentoring Chair: Josi Bañales
 - ▶ Committee Members: Myia Thompson, Lauren Rock, Dominique Blalock
 - > Auxiliary Representative to Alumni Association Board of Directors: Dave Darling, Desiree Quizon-Colquitt
 - ▶ Membership Criteria / Qualifications: MALANA Alumni

Auxiliary Group Activities and Operations

- Leadership Committee (or Auxiliary Group) Meeting Frequency & Venue: Bi-annually or as events warrant/ Conference Call
 - ▶ Attendance Requirements: 100% expected

- ▶ Review minutes from previous meeting and the status of open action items
- Discuss status report presented by Auxiliary Group Chair and/or Board of Directors Representative
 - ▶ Review progress toward achievement of Strategic Plan goals
 - Wrap up & report to Board of Directors

REGIONS EXHIBIT "A"

<u>Member</u>	<u>City</u>	<u>Member</u>	<u>City</u>
Guy Gebhardt, 1969	Atlanta	Ashlee Jontz, 2002	Phoenix
Marianne Wolf- Astrauskas, 1976	Chicago	Liz Jurcik, 2003	Seattle
		Bill Roberts, 1964	Springfield
Ann Marquis- Fisher, 1982	Northern California	Gale Starkey, 1988	St. Louis
Molly Rollings, 1999	Champaign	Scott Huch, 1986	Washington, DC
Mary Gilliam, 2006	Dallas	Alan Leahigh, 1967	At large
Earl Franz, 1970	Denver	Evan Lowery, 2008	At large
Megan Howe, 2005	Indianapolis	John Wiley, 1957	At large
Jim Mullins, 2003	McLean County		
Evan Lowery, 2008	Milwaukee		
Shaye Mandle, 1993	Minneapolis		
Wes Dyke, 2002	North Carolina		
Al Black, 1979	Peoria		
Caitlin Ludwig, 2008	Rockford		

EXHIBIT "A"

<u>Member</u> <u>City</u>

Guy Gebhardt, 1969 Atlanta

Marianne Wolf-Astrauskas, 1976 Chicago

Ann Marquis-Fisher, 1982 Northern California

Molly Rollings, 1999 Champaign

Mary Gilliam, 2006 Dallas

Earl Franz, 1970 Denver

Megan Howe, 2005 Indianapolis

Jim Mullins, 2003 McLean County

Evan Lowery, 2008 Milwaukee

Shaye Mandle, 1993 Minneapolis

Wes Dyke, 2002 North Carolina

Al Black, 1979 Peoria

Caitlin Ludwig, 2008 Rockford

Ashlee Jontz, 2002 Phoenix

Liz Jurcik, 2003 Seattle

Bill Roberts, 1964 Springfield

Gale Starkey, 1988 St. Louis

Scott Huch, 1986 Washington, DC

Alan Leahigh At large

Evan Lowery At large

John Wiley At large

CHARTER Council for IWU Women 2015

This Charter presents details related to the functioning of the Council for IWU Women, which is an Auxiliary Group of the Illinois Wesleyan University Alumni Association. It discusses details regarding the operation of this Auxiliary Group and represents an agreement between the auxiliary group members and the Board of Directors of the IWU Alumni Association. This document is to be binding for a period of one year from the date it is adopted by the Auxiliary Group, and ratified by the Board of Directors at its spring meeting each year.

Relevant Strategic Plan Goals for the Auxiliary Group

- ▶ Intentional engagement of a diverse group of accomplished alumnae who reflect the demographics of the student population
- ▶ Contribution of alumnae time, talent & resources to support personal and professional development of IWU women (faculty, staff, students, and alumnae)
- ▶ Development and implementation of annual "Summit" for IWU women

Auxiliary Group Leadership and Membership

- ▶ President: Carole Liske
- ▶ Executive Committee: President, President-Elect, and Secretary (Effective Fall 2015)
- ▶ Membership: 74 as of 4/1/2015 with a goal of 100 by 2016

Membership Criteria / Qualifications

Nominations

- o Reviewed and recommended by Nominations Committee
- o Alumnae of IWU
- o Designated former IWU administrators
- o Term of membership (TBD)
- Members must commit their time, talent and resources to the council and the women of IWU
- ➤ Members expected to participate in at least 50% of CFW meetings/events
 - o Fall Homecoming meeting
 - o Monthly/Bimonthly teleconference meetings
 - o Spring CFW Summit

- ▶ Member Engagement
 - ▶ Welcome New Members
 - ▶ Personal Messages (Congratulations or Condolences) and Updates
- **▶** Committee Reports
- ▶ Homecoming and Summit Planning
- ▶ Funding Promotions to be self-sustaining
 - ▶ All in for Wesleyan
 - **▶** CFW Scholarships

Auxiliary Group Activities and Operations

- ▶ Summit Co-Chairs: Laine Twanow and Debbie Burt- Frazier Committee
- ▶ Auxiliary Representative to Alumni Association Board of Directors: Carole Liske
- ▶ Fundraising Committee Chair: Molly Rollings
- ▶ Nominating Committee Chair: Michelle Brady
- ▶ Marketing Committee Chair: Allysa Sherman
- ▶ Scholarship Committee Chair: Abby Sullivan

This document outlines the 2015 Goals and Actions for the Illinois Wesleyan University Young Alumni Council, which consists of the following people.

- Wes Dyke ('02)
- Kasey Evans ('12)
- Megan Howe ('05)
- Steve Lessaris ('12)
- Teodora (Teddy) Petrova ('10)
- Myia Thompson ('11)

2015 Young Alumni Council Goals:

- 1. Increase Young Alumni (graduates within the last 15 years) engagement and ongoing connectivity with IWU through existing affinity, regional chapter, Homecoming and other alumni connection events and activities. Our focus will be to promote the many existing opportunities to get involved/connected throughout the young alumni population and help increase the number of young alums attending those events (Council for IWU Women, Regional Chapters, MAN/MALANA, Pride, Greek, etc.). We will measure progress on this using the metrics defined by the Alumni Relations Office for "friend raising." Based on historical alumni engagement data, our 2015 targets are to have 350 unique young alumni involved in Homecoming 2015, and to have 520 unique young alumni involved in non-Homecoming events throughout the 2015 alumni calendar year (Jun 2014 through May 2015).
- Increase Young Alumni stewardship by exposing alumni to principles of stewardship and easy, practical steps to demonstrate and exhibit stewardship to IWU. Based on historical alumni giving, our 2015 target for calculated total giving rate is 23%, which is flat with 2014, slightly above 2013, but 10 percentage points higher than 2007-2012. We will target 25% for 2016, a 2 percentage point gain over 2014 & the 2015 target.

2015 Actions to Achieve Young Alumni Council Goals:

- 1. <u>Establish Young Alumni leads within each regional chapter/area (Jan '15)</u>. <u>Responsible:</u> <u>Regional Lead Coordinator</u>. The role of the regional leads is as follows:
 - Serve as point of contact for young alums in region/area; could include outreach to alums who have recently relocated to their area
 - o Contact young alums with info on events taking place in their region/area
 - o Inform Council of events needing publicized to the broader alumni population
- 2. <u>Establish and grow communication channels to publicize connection opportunities for Young Alumni (Jan-Jun '15).</u> <u>Responsible: Media Coordinator.</u>
 - Organize new or increase effectiveness of existing social media "hubs" Facebook page(s), Twitter accounts, etc.
 - o Conduct campaign to increase network of alums connected to the social media hubs
 - Establish email account for alums to communicate with / contact Council and Leads for information (eq.IWUYoungAlums@gmail.com)?
 - Work with Alumni Board Newsletters Committee to leverage and build success of Class Newsletters for young alum classes

 Conduct campaign to get new grads signed up and connected with social media hubs prior to graduation, as well as ensure accurate email and phone contact lists for new grads (Apr '15). Work with Alumni Relations Office to execute this.

3. <u>Host two Young Alumni networking events within the year (Jan-Oct '15).</u> <u>Responsible: Events Coordinator.</u>

- Target events in major established regions like Chicago, Bloomington-Normal, DC and Atlanta. Coordinate with Regional Chapters and planned/existing events.
- Host Young Alumni connection event at Homecoming '15. (Need to discuss with Council if we want to tackle this one in 2015, or just promote Homecoming in general. Consider if it would be better to promote the annual Club Tommy event, rather than doing a separate Young Alumni event, which just adds one more thing to the packed Homecoming weekend.)
- Use networking events to recognize young alums for recent accomplishments, new jobs, grad school completion, etc.
- Use networking events to recognize young alums who are giving back (simple thank you message, highlight the recent contributions for each class year (\$ and % participation) either verbally or with a poster/visual aid, etc.)
- Use networking events to expose young alums to stewardship principles and easy, practical steps to demonstrate/exhibit (see 2015 Council Action #4 below)
- o Full Young Alumni Council will assist Events Coordinator with the events.

4. <u>Create and execute "easy stewardship" campaign (Jan-Oct '15).</u> Responsible: Stewardship Coordinator.

- Define stewardship for Young Alumni. Simply put, what is it and why is it important? Make this message visible and communicate regularly throughout Young Alumni base.
- Create "drip" (periodic short, simple communications) of ideas, suggestions, "did you know?" or "do this" opportunities that are simple for alums to execute. Suggestions should lower barriers and make it very easy for alumni to participate (eg. "text "IWU" to 55011 to contribute \$10 for Class of 2011").
- Working with Media Coordinator, communicate monthly stewardship suggestion (10/year, approximately 1/month) to Young Alumni network through established channels (see 2015 Council Action #2 above).
- Incorporate stewardship examples, highlights and simple/easy suggestions/opportunities into events where Young Alumni are in attendance (highlight the suggestion/opportunity being championed that month, for example) (see 2015 Council Action #3 above).

5. Align Young Alumni Council roles & responsibilities to goals and actions for the year (Nov-Dec '14). Responsible: Chair.

- Document responsibilities of each role for clear accountability and ownership for actions.
- Establish regularly scheduled meeting cadence for Council, including regional leads, to maintain flow of information and regular review of progress and results.
- Roles are as follows:
 - Regional Lead Coordinator Megan Howe '05 Lead person for 2015
 Council Action #1 (above); coordinate with regional leads to ensure (a)

- connectivity with leads and (b) regional leads are getting support needed from Council.
- Media Coordinator OPEN Lead person for 2015 Council Action #2 (above); coordinate and organize communications channels. Need a good communicator who is savvy with these tools.
- Events Coordinator Kasey Evans '12 Lead person for 2015 Council Action #3 (above); coordinate and organize events by working with / through regional lead(s) and Alumni Relations Office.
- Stewardship Coordinator Steve Lessaris '12 Lead person for Council action #4 (above); create campaign and execute through various channels noted. Teddy Petrova '10 will also assist Steve and our Council with these actions.
- Chair Wes Dyke '02 Coordinate overall activities of Council, including formation of Council roles (2015 Council Action #5) and regular meeting facilitation, monitoring and measurement of completion of actions and results, impact on established goals, etc. Serve as liaison back to Alumni Association Board for help with roadblocks and issues needing assistance/support.

Its mission is set forth in Article VIII, Section 3, of our Bylaws*:

The Governance Committee shall be responsible for conducting a formal review of these Bylaws at least once every three years and recommending to the Board of Directors any amendments that may be necessary. The Governance Committee shall also periodically evaluate the performance of the Board of Directors and the Association against the Association's Strategic Plan and its other policies as well as appropriate external standards.

*Bylaws of the IWU AABD

2015 Pride Alumni Community Charter

Charter Overview

This Charter presents details related to the functioning of the **Pride Alumni Community**, which is an auxiliary of the Illinois Wesleyan University Alumni Association. It discusses details regarding the operation of this auxiliary group and represents an agreement between the auxiliary group members and the Executive Board of the IWU Alumni Association. This document shall be binding for a period of one year from the date it is ratified by the Executive Committee and signed by the Auxiliary Group Chair.

Relevant Strategic Plan Goals for the Auxiliary Group

- Increase support for the Pride Giving Circle Scholarship
- Establish PAC Committees: Communication, Membership, Philanthropy, Programming, Pride Summit
 - Increase Pride Alumni and student interactions

Auxiliary Group Leadership and Membership

- Committee Co-chairpersons: Jim Richter '93 and Rachel Paturi '12
 - Pride Summit Chairperson: Todd Zoellick '00
- ▶ PAC Communication Chairperson: TBA PAC Membership Chairperson: TBA
- PAC Philanthropy Chairperson: Josh Butts '01 PAC Programming Chairperson: TBA
 PAC Pride Alliance Representative: TBA
 - Membership Criteria / Qualifications: PAC membership is open to all alumni

Auxiliary Group Activities and Operations

- Leadership Committee (or Auxiliary Group) Meeting Frequency & Venue: Spring Meeting (Pride Summit) and Fall Meeting (Homecoming)
 - Attendance Requirements: 100% expected

- Review minutes from previous meeting and the status of open action items
- Discuss status report presented by Auxiliary Group Chair and/or Executive Board member
 - Review progress toward achievement of Strategic Plan goals
 - Wrap up & report to Executive Board

2015 Regional Alumni Chapters Committee Charter

Charter Overview

This Charter presents details related to the functioning of the Regional Alumni Groups, which is an Auxiliary Group of the Illinois Wesleyan University Alumni Association. It discusses details regarding the operation of this Auxiliary Group and represents an agreement between the auxiliary group members and the Board of Directors of the IWU Alumni Association. This document is to be binding for a period of one year from the date it is adopted by the Auxiliary Group and ratified by the Board of Directors at its spring meeting each year.

Relevant Strategic Plan Goals for the Auxiliary Group

- ▶ Promote, maintain, and develop the loyalty of alumni to the University.
- ▶ Share plans, ideas, and news form the regional clubs and connect the regional presidents to the alumni office.

Auxiliary Group Leadership and Membership

- ▶ Committee Chair: Guy Gebhardt Committee Vice-Chair: Marianne Wolf-Astrauskas
 - ▶ Committee Members: Please see Exhibit "A" attached hereto.
- ▶ Membership Criteria / Qualifications: All Regional Presidents are members. At large members are other volunteers.

Auxiliary Group Activities and Operations

- Leadership Committee (or Auxiliary Group) Meeting Frequency & Venue: Four conference calls annually.
 - ▶ Attendance Requirements: 100% expected

- ▶ Review minutes from previous meeting and the status of open action items
- Discuss status report presented by Auxiliary Group Chair and/or Board of Directors Representative
 - ▶ Review progress toward achievement of Strategic Plan goals
 - Wrap up & report to Board of Directors

2015 Wesleyan Fund Committee Charter

Charter Overview				
This Charter presents details related to the functioning of the Wesleyan Fund , which is an Auxiliary Group of the Illinois Wesleyan University Alumni Association. It discusses details regarding the operation of this Auxiliary Group and represents an agreement between the auxiliary group members and the Board of Directors of the IWU Alumni Association. This document is to be binding for a period of one year from the date it is adopted by the Auxiliary Group and ratified by the Board of Directors at its spring meeting each year.				
Relevant Strategic Plan Goals for the Auxiliary Group				
Assist Alumni Office with Event Participation and Planning Assist in Determining ways to get Alumnus more involved with IWU				
Auxiliary Group Leadership and Membership				
 Committee Chair: Molly Rollings Committee Vice-Chair: Nick Nichols Committee Secretary: Bob Jackson Committee Members: Mark Brown Evan Lowery John Thiel Auxiliary Representative to Alumni Association Board of Directors: Molly Rollings Membership Criteria / Qualifications: Willingness to assist IWU when requested, ability to ask others for Money 				
Auxiliary Group Activities and Operations				
 ▶ Leadership Committee (or Auxiliary Group) Meeting Frequency & Venue: quarterly / Conference Calls ▶ Attendance Requirements: 100% expected 				

- ▶ Review minutes from previous meeting and the status of open action items
- ▶ Discuss status report presented by Auxiliary Group Chair and/or Board of Directors Representative
 - ▶ Review progress toward achievement of Strategic Plan goals
 - ▶ Wrap up & report to Board of Directors

2015 Young Alumni Council Charter

Overview

This Charter presents details related to the functioning of the <u>Young Alumni Council</u>, which is an Auxiliary Group of the Illinois Wesleyan University Alumni Association. It discusses details regarding the operation of this Auxiliary Group and represents an agreement between the auxiliary group members and the Board of Directors of the IWU Alumni Association. This document is to be binding for a period of one year from the date it is adopted by the Auxiliary Group and ratified by the Board of Directors at its Spring meeting each year.

Young Alumni Council Goals

- ▶ Increase Young Alumni (graduates within the last 15 years) engagement and ongoing connectivity with IWU through existing affinity, regional chapter, Homecoming and other alumni connection events and activities. 350 Homecoming. 520 Non-Homecoming. See detailed charter.
 - Increase Young Alumni stewardship by exposing alumni to principles of stewardship and easy, practical steps to demonstrate and exhibit stewardship to IWU. Target 23% giving rate in 2015, 25% giving rate in 2016. See detailed charter.

Young Alumni Council Leadership

Regional Lead Coordinator: Megan Howe* ('05); Media Coordinator: Katy Buoscio ('11); Events Coordinator: Kasey Evans ('12);

Stewardship Coordinator: OPEN; Chair: Wes Dyke* ('02)

Teddy Petrova ('10); Myia Thompson* ('11)

* Denotes Alumni Association Board Member

Young Alumni Council Actions

- 1. Establish Young Alumni leads within each regional chapter/area (Jan '15). Responsible: Regional Lead Coordinator
- 2. Establish and grow communication channels to publicize connection opportunities for Young Alumni (Jan-Jun '15). Responsible: Media Coordinator
 - 3. Host two Young Alumni networking events within the year (Jan-Oct '15). Responsible: Events Coordinator
 - 4. Create and execute "easy stewardship" campaign (Jan-Oct '15). Responsible: Stewardship Coordinator
 - 5. Align Young Alumni Council roles & responsibilities to goals and actions for the year (Nov-Dec '14). Responsible: Chair

Young Alumni Council Administration

- Chair will establish teleconference meeting dates and times to accommodate Council. Council will meet monthly through Jun '15, and will reevaluate frequency at that time.
 Chair will facilitate meeting with agenda sent in advance to Council members.
- Meetings will serve as primary connection point on initiatives/actions, but Council members will be in contact with one another frequently outside of scheduled meetings.
 - Council members will work together on all initiatives/actions, with each person taking the lead for their area/responsibility.

Auxiliary Group Charter

Charter Overview

This Charter presents details related to the functioning of the GREEK ALUMNI NETWORK, which is an Auxiliary Group of the Illinois Wesleyan University Alumni Association. It discusses details regarding the operation of this Auxiliary Group and represents an agreement between the auxiliary group members and the Board of Directors of the IWU Alumni Association. This document is to be binding for a period of one year from the date it is adopted by the Auxiliary Group and ratified by the Board of Directors at its spring meeting each year.

Relevant Strategic Plan Goals for the Auxiliary Group

▶ REUNITE GREEK ALUMNI WITH ILLINOIS WESLEYAN UNIVERSITY

▶ CREATE SOCIAL, PROFESSIONAL, EDUCATIONAL AND SERVICE OPPORTNITIES FOR THE GREEK ALUMNI

PROVIDE A FORUM FOR GREEK CHAPTERS TO INTERACT WITH ALMNI____

Auxiliary Group Leadership and Membership

Committee Chair: RICHARD MARVEL C	committee Vice-Chair: TED ZOOK	Committee Secretary: SON	NY FREEMAN
Committee Members:			

- ▶ Auxiliary Representative to Alumni Association Board of Directors: RICHARD MARVEL/TED ZOOK
- ▶ Membership Criteria / Qualifications: DESIRE TO FOSTER A STRONG GREEK ALUMNI CONNECTION TO IWU.

Auxiliary Group Activities and Operations

▶ Leadership Committee (or Auxiliary Group) Meeting Frequency & Venue: QUARTERLY AND AS NEEDED / IWU AND TELEPHONE CONFERENCE

→ Attendance Requirements: 100% expected

- ▶ Review minutes from previous meeting and the status of open action items
- Discuss status report presented by Auxiliary Group Chair and/or Board of Directors Representative
 - ▶ Review progress toward achievement of Strategic Plan goals
 - Wrap up & report to Board of Directors