

EXECUTIVE COUNCIL COMMITTEE CHARTER

Advocacy and University Citizenship

Definition of Functional Excellence

Functional excellence is a continuous process to align the people, processes, resources, and relationships of the Indiana University Alumni Association (IUAA) in the most efficient and effective manner possible as IUAA brings IU alumni together to serve each other and Indiana University.

Role and Purpose of the Functional Excellence Committees

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Functional Excellence in Advocacy and University Citizenship

Legendary IU president Herman B Wells observed in *Being Lucky* that “active, loyal, and interested support of [IU] alumni “is one of the greatest assets a university enjoys.”

The Association is committed to developing extraordinary experiences and opportunities for alumni to become informed advocates for IU’s strengths, needs, and priorities; knowledgeable contributors to advisory boards, committees, task forces, and other opportunities for alumni perspective and participation in university affairs; and active voters in various IU and IUAA elections.

Experiences and programs currently in this portfolio include: We Are IU; IU Live!; Trustee elections and receptions; Commencement; Hoosiers for Higher Education; the Distinguished Alumni Service Awards/IUAA Awards programs; and alumnae programming.

Committee Charge

Moving forward, the Advocacy and University Citizenship committee will help IUAA develop alumni programs to advocate, celebrate, and participate in the life of Indiana University by:

- Assessing existing IUAA programs in this portfolio and making recommendations to enhance or discontinue them.
- Assisting in identifying and recruiting talented alumni to serve in key volunteer leadership roles.
- Building the portfolio of programs and events based on best practices in alumni advocacy and university citizenship programming.
- Helping shape programs to recognize and encourage alumni who advocate, give, join, participate, and serve consistently to Indiana University.
- Leading by example by promoting services and participating in Advocacy and University Citizenship experiences.
- Nominating alumni for appropriate awards recognizing their service and leadership.
- Providing strategic counsel on ways to increase awareness of, and voter participation in, elections for IU trustee and IUAA boards.
- Reviewing and prioritizing a menu of “Programs in a Box” that may be implemented in this program area.
- Supporting and shaping the evolution of the Hoosiers for Higher Education program to become a “corps of advocates” who is well informed and prepared to be IU ambassadors in their various communities.



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Career Development

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Functional Excellence in Career Development

In 2008, the Indiana University Alumni Association created a full-time director of Career Services position at a time when a handful of other leading alumni associations were moving in the same direction. Rising costs of college education, when combined with the slow economic recovery, put increasing pressure on universities to demonstrate that a college degree gives people a competitive advantage in a highly competitive labor market.

A variety of support services were created to serve IUAA members including online career assessments; industry/occupational databases; skills assessments; mock-interview software; job boards; mentor databases; tutorial help; one-on-one job search and career counseling; and the creation of a LinkedIn group and Twitter account focused on careers. The career development area also coordinates representation of IUAA in job fairs in major cities throughout the country.

Committee Charge

Moving forward, the Career Development Committee will help IUAA address the career development needs of IU alumni by:

- Assessing existing alumni career services programs offered and making recommendations focused on improving services and enhancing program offerings.
 - Assisting in identifying and recruiting talented alumni to serve in key volunteer leadership roles.
 - Assisting in recruiting career advisors the Career Advice Network.
 - Building the portfolio of programs and events based on best practices in international alumni programming, benchmarking other associations and universities.
 - Identifying best programs and practices with alumni career services and making strategic recommendations.
 - Identifying opportunities to reach alumni, as both potential employees and employers, through programs and services.
 - Leading by example by promoting services and participating in Career Development experiences.
- Reviewing and prioritizing a menu of “Programs in a Box” that may be implemented in this program area.



EXECUTIVE COUNCIL COMMITTEE CHARTER

Diversity and Multiculturalism

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Functional Excellence in Diversity and Multiculturalism

According to the report "Six Disruptive Demographic Trends: What Census 2010 Will Reveal," a browner, grayer and more culturally diverse population and work force will dramatically transform the nation's social, economic, political [and educational] institutions. As co-author James H. Johnson Jr. observes, "The U.S. population is far different today in terms of geographical distribution, racial and ethnic composition, age mix, family types and economic circumstance from what it was a decade ago."

Realizing this dynamic four years ago, the IUAA sought to establish itself as being responsive to these pending trends by crafting the following *Statement on Diversity*:

The IU Alumni Association embraces a culture of mutual respect and acceptance while recognizing individual diversity. The diversity of the people of Indiana University has long been the source of innovative ideas and creative accomplishments throughout its history and into the present.

Alumni communities and events in this portfolio include: African American Arts Institute Alumni Association; Asian Alumni Association; Fiesta Events for IU alumni; Gay Lesbian Bisexual Transgender Alumni Association; Groups Alumni Association; Indiana Black Expo events for IU alumni; Latino Alumni Association; Neal Marshall Alumni Club; Taste of Asia events for IU alumni; and various Pride events and festivals across the nation.

Committee Charge

Moving forward, the IUAA Diversity and Multicultural Committee will help IUAA develop strong, successful IU alumni volunteer leaders and groups that serve the university, the association and each other by:

- Assisting in identifying and prioritizing key opportunities, venues, events, and experiences where IUAA could offer joint or complementary programming with affiliated groups, which may include Indiana Black Expo Summer Celebration; Taste of Asia; Fiesta Indianapolis; Asian Pacific American History Month; various Pride festivals, etc.
- Assisting in identifying and recruiting talented alumni to serve in key volunteer leadership roles.
- Building the portfolio of programs and events based on best practices in diversity and multicultural alumni relations programming.
- Helping shape partnership/mentorship opportunities and strategies with students and recent graduates.
- Identifying and recommending alumni for recognition through the various programs offered by key groups (i.e. Latino Alumni Association, Groups Alumni Association, Gay Lesbian Bisexual Transgendered Alumni Association, Asian Alumni Association, Distinguished Alumni Service Award, as well as campus-, college-, and unit-level awards)
- Leading by example by promoting services and participating in Diversity and Multicultural experiences.
- Providing counsel on ways to align the work of various alumni affiliate groups with alumni and university needs, interests, and priorities.

Reviewing and prioritizing a menu of “Programs in a Box” that may be implemented in this program area.



EXECUTIVE COUNCIL COMMITTEE CHARTER

International Alumni Relations

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Functional Excellence in International Alumni Relations

“Some would ask what country am I from? We are supposed to tell the truth, [so] we tell them India. Some thought it was Indiana, not India! Some did not know where India is. I said the country next to Pakistan.”

— Thomas L. Friedman, *The World is Flat: A Brief History of the Twenty-First Century*

Indiana University has long been recognized as a truly global class institution. IU’s 2009 international strategic plan sets IU on a course to intensify efforts to build strong international ties. The plan encompasses many areas including: international alumni relations, international institutional partnership and research, study abroad and the international student population.

The International Strategic Plan primary objectives at this junction at IU focus on these four areas: increasing the number of IU students studying abroad; selectively increasing the number of high quality international students studying at IU; supporting faculty research with international collaborators; and building relationships with high quality institutions outside that support goals 1-3.

Functional Excellence then for the IUAA in this area involves leveraging the international alumni to serve IU in these goals as they serve one another and grow in affinity to their alma mater. A key goal is to establish sustainable alumni communities in each of the 30+ countries addressed by 2015.

Committee Charge

The IUAA International Committee will help IUAA develop strong alumni communities to specifically address these priorities by:

- Building the portfolio of programs and events based on best practices in international alumni programming, benchmarking other associations and universities.
- Collaborate with the International Affairs Committee of the Indiana University Foundation
- Helping identify and recruit talented alumni to serve in key volunteer leadership roles in both the US and abroad.
- Nominating international alumni for appropriate awards recognizing their service and leadership.
- Providing strategic counsel on ways to align the work of various alumni communities to meet IUAA international goals.
- Reviewing and prioritizing a menu of “programs in a box” that may be implemented in this program area.
- Sharing ties and contacts with associates, colleagues, and friends within their personal networks who can help extend IU’s international agenda.
- Collaborate with the International Affairs Committee (IUF) to advance fundraising and study abroad goals.



EXECUTIVE COUNCIL COMMITTEE CHARTER

Personal Enrichment

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Functional Excellence in Personal Enrichment

The Indiana University Alumni Association (IUAA) has a long history of developing and delivering innovative personal and professional enrichment experiences. These programs have the potential to redefine and revitalize our current relationships with alumni across the ages and across the world.

High quality personal enrichment programs should be designed to engage alumni in relevant, worthwhile, and meaningful ways. These initiatives may take place on the campuses, at chapter events, and at gatherings of alumni at various locations around the world.

The Association currently offers enrichment programming such as: Winter College; Mini University (in cooperation with IUB Continuing Studies); Hoosier Travel; Cream and Crimson Weekend; one-day workshops and seminars; continuing education and lifelong learning programs through the professional schools; forums; etc.

Committee charge

Moving forward, the Personal Enrichment Committee will help IUAA conceptualize and implement personal enrichment programs that will be identified by constituents as interesting, meaningful, and worthwhile by:

- Assessing opportunities to deliver enchanting enrichment programs for alumni populations of different ages, backgrounds, interests, and geographic locations.
- Building the portfolio of programs and events based on best practices in alumni personal enrichment programming, benchmarking other associations, universities and corporations to continually introduce innovative initiatives that attract more and diverse audiences as well as generate revenue.
- Leading by example by promoting services and participating in Personal Enrichment experiences.
- Offering “voice of the customer” feedback on existing and proposed programs, including topics, formats, and pricing.
- Researching and recommending engaging topics as well as riveting faculty and alumni presenters.
- Reviewing and prioritizing a menu of “Programs in a Box” that may be implemented in this program area.
- Supporting programmatic efforts by actively promoting and participating in enrichment experiences.



EXECUTIVE COUNCIL COMMITTEE CHARTER

Philanthropy

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Functional Excellence in Philanthropy

The Indiana University Alumni Association defines philanthropy to include both giving AND service to address common concerns, causes, and community needs. The focus of our activity will be on those initiatives which bring IU alumni together around common service and giving projects that build stronger ties between fellow graduates while benefiting their local communities and the IU causes and needs important to them. Such contributions not only contribute to a sense of personal accomplishment and institutional pride, but they also improve each community served and demonstrate to others the importance of “paying it forward.”

Currently the Association sponsors a range of initiatives including the IU Blood Donor Challenge; IU Cares Month; IU-Purdue Habitat for Humanity Build; scholarship programs; and an assortment of community initiatives including litter clean-ups, food drives, adopt-a-road projects, walks, rides, run, etc.

Committee Charge

Moving forward, the Philanthropy Committee will help IUAA foster a commitment among alumni to support their alma mater, IU students, and their communities by:

- Assess and enhance the annual “IU Cares” program to engage IU students and alumni in community service experiences.
- Building the portfolio of programs and events based on best practices in alumni philanthropy programming, benchmarking other associations, universities and corporations to continually introduce innovative initiatives that attract more and diverse audiences while helping alumni serve one another and IU.
- Collaborating with the Personal Enrichment and Student & Recent Graduate Enrichment Committees to expand the understanding and practice of philanthropy among IU alumni and the communities in which they serve.
- Develop, implement, and assess a “National Service Partnership” with key national nonprofit organizations and local alumni chapters.
- Leading by example by promoting services and participating in Philanthropy experiences.
- Researching and identifying philanthropic practices used outside of higher education that may be applicable to Indiana University.
- Reviewing and prioritizing a menu of “Programs in a Box” that may be implemented in this program area.



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Spirit, Pride, and Tradition

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Functional Excellence in Spirit, Pride and Tradition

The Indiana University Alumni Association is dedicated to fostering a deep sense of pride and dedication among our alumni through events organized under the umbrella of Spirit, Pride and Tradition. These initiatives have the capacity to mobilize alumni from the sidelines to the frontlines—as raving fans of the Association, the institution, students and in many cases, our teams.

The Association seeks to increase alumni and student participation through our special campus traditions and celebrations. We seek to revitalize old traditions and/or introduce new traditions that celebrate the breadth of Indiana University and build lifelong affinity and personal commitment.

The Association currently coordinates several events within this area including: Homecoming; Hoosier Village; IUPUI Regatta; Class Reunions; Big Red Warm Ups; Hoosier Open Golf outing; special anniversaries; and a variety of athletic events throughout the year.

Committee Charge

Moving forward, the Spirit, Pride, and Tradition Committee will help IUAA identify, develop, and promote IU’s traditions and school spirit by:

- Assessing current programs and providing insights and suggestions on opportunities to improve these experiences, beginning with IU Bloomington and IUPUI and then moving to other campuses when formally invited by the Chancellor.
- Assessing and identifying the specific points of spirit and pride among student and alumni from different campuses in order to leverage resources across all campuses, renewing some traditions and introducing new traditions relevant to a given campus.
- Building the portfolio of programs and events based on best practices in spirit, pride, and tradition programming, benchmarking other associations, universities and corporations (Disney, Nike, NFL, etc.) to continually introduce innovative experiences that attract more and diverse audiences while generating revenue.
- Collaborating with the Student and Recent Graduate Committee to create experiences that bridge the transition from student to recent graduate.
- Identifying best programs and practices (i.e. Reunions, Homecoming, etc.) in Spirit, Pride and Tradition and provide strategic recommendations
- Leading by example by promoting services and participating in Spirit, Pride, and Tradition experiences.
- Participating in any compliance training related to intercollegiate athletics rules governing the conduct of alumni and “athletic boosters.”
- Reviewing and prioritizing a menu of “Programs in a Box” that may be implemented in this program area to extend campus-based experiences to alumni communities.



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Student and Recent Graduate Enrichment

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Functional Excellence in Student and Recent Graduate Enrichment

Slogans such as “Students Today... Alumni Forever” capture our aspirations to establish a lifelong connection between Indiana University and its graduates. In reality students seldom see potential for and value of involvement in the life of Indiana University once they graduate, especially as the “generations of joiners” motivated by loyalty are replaced by “generations of experiencers” who want to see value.

The array of campus student alumni affiliate programs pioneered by IUAA engage students and educate them about the value of lifelong affinity and alumni membership. There is much work to be done to develop a comprehensive, consistent, strategic effort to connect students to both one another AND their alma mater in ways that lead to lifelong engagement.

It is believed that the most effective strategies for students and young alumni is to engage them meaningfully while they are students, and to develop a variety of strategies targeted at retaining this connection once they graduate to immediately engage them. The first few years beyond college are critical to our long-term success.

Committee Charge

Moving forward, the Student and Recent Graduate Committee will help IUAA meet the needs and interests of IU, its student leaders, and recent graduates by:

- Advising on a “Final Year Experience” strategy as well as other ways to develop strong, successful student leaders who graduate committed and prepared to serve IU and their fellow alumni.
- Building the portfolio of programs and events based on best practices in student and recent graduate programming, benchmarking other associations, universities and corporations that are focused on recent graduate “markets.”
- Connecting and mentoring students and recent graduates as opportunities are presented.
- Identifying and recruiting young alumni to serve in key leadership roles with IU and IUAA.
- Reviewing assessments of existing student affiliate programs as well as any new initiatives for the degree to which they foster a life-long connection to IU and result in increased retention of members.
- Leading by example by promoting services and participating in Student and Recent Graduate Enrichment experiences.
- Reviewing and prioritizing a menu of “Programs in a Box” that may be implemented in this program area.



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Student Recruitment

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Functional Excellence in Student Recruitment

The legacy of Indiana University will continue to shine brightly with the matriculation of the best and brightest students on her campuses. The Indiana University Alumni Associations is dedicated to working with our partners to assist in promoting IU to talented students, to converting interested students into admitted students, and in building the collaborative process that benefits all. The Alumni Association will specifically collaborate with the Office of Enrollment Management at IUB and IUPUI to train and develop volunteers to assist in student recruiting activities.

Under the area of Student Recruitment, the Association currently represents the institution at multiple college fairs and yield events throughout the country via alumni recruiters. The Association sponsors/participates in events such as Legacy Day and Destination IU.

Committee Charge

Moving forward, the Student Recruitment Committee will help IUAA create meaningful roles for alumni to promote Indiana University to prospective students by:

- Assisting in identifying talented multicultural students and traditionally underrepresented groups for admission consideration
- Assisting in identifying talented students and advocating admission
- Building the portfolio of programs and events based on best practices in alumni student recruiting programming, benchmarking other associations and universities.
- Collaborating with campus enrollment management officers to assess Alumni Student Recruitment programs and identifying opportunities to improve and advance, beginning with IU Bloomington and IUPUI and then moving to other campuses as formally invited by the Chancellor.
- Leading by example by promoting services and participating in student recruiting and retention programs as opportunities arise.
- Participating in training programs for alumni working on student recruitment and retention efforts.
- Reviewing and prioritizing a menu of “Programs in a Box” that may be implemented in this program area.

