

Board of Trustees

Advancement and External Affairs Committee

Office of Alumni Relations/Alumni Association Updates

Teresa Davis, Interim AVC and Executive Director

November 18, 2016



North Carolina Agricultural and Technical State University



Alumni Relations: Mission/Vision/Goals

- **Mission**

*The mission of the Office of Alumni Relations at North Carolina Agricultural & Technical State University is to encourage and inspire alumni to **engage** in a mutually beneficial relationship with their alma mater for a lifetime.*

- **Vision**

*The Office of Alumni Relations aspires to provide an environment of service to alumni, students and university partners by creating a conduit of **engagement** through various channels of connection.*

- **Goals**

- » *To educate and inform alumni on importance of **engagement***
- » *Connect alumni to fellow alumni, students, Alumni Association and A&T*
- » ***Engage** alumni in progressive, creative impactful programs and events*
- » *Create programs to increase overall participation, volunteer **engagement** and philanthropic support*
- » *Develop services and resources to enrich personal and professional growth*



Alumni Association: Mission/Vision/Goals

- **Mission**

The mission of the North Carolina Agricultural and Technical State University National Alumni Association is to cultivate loyalty and tradition, and foster mutually beneficial lifelong relations between the university, alumni, students and friends of the Aggie family.

- **Vision**

The National Alumni Association is the driving force that engages and inspires alumni, students, and friends of the Aggie family to maintain a lifelong commitment of service to the university and our global communities.

- **Goals**

- » *Assess and improve daily operational infrastructure of the Alumni Association.*
- » *Develop and implement a comprehensive array of rewarding programs and activities that increases overall alumni engagement with the association and university.*
- » *Partner with university and community entities to generate revenue to support the sustainability of the Alumni Association.*



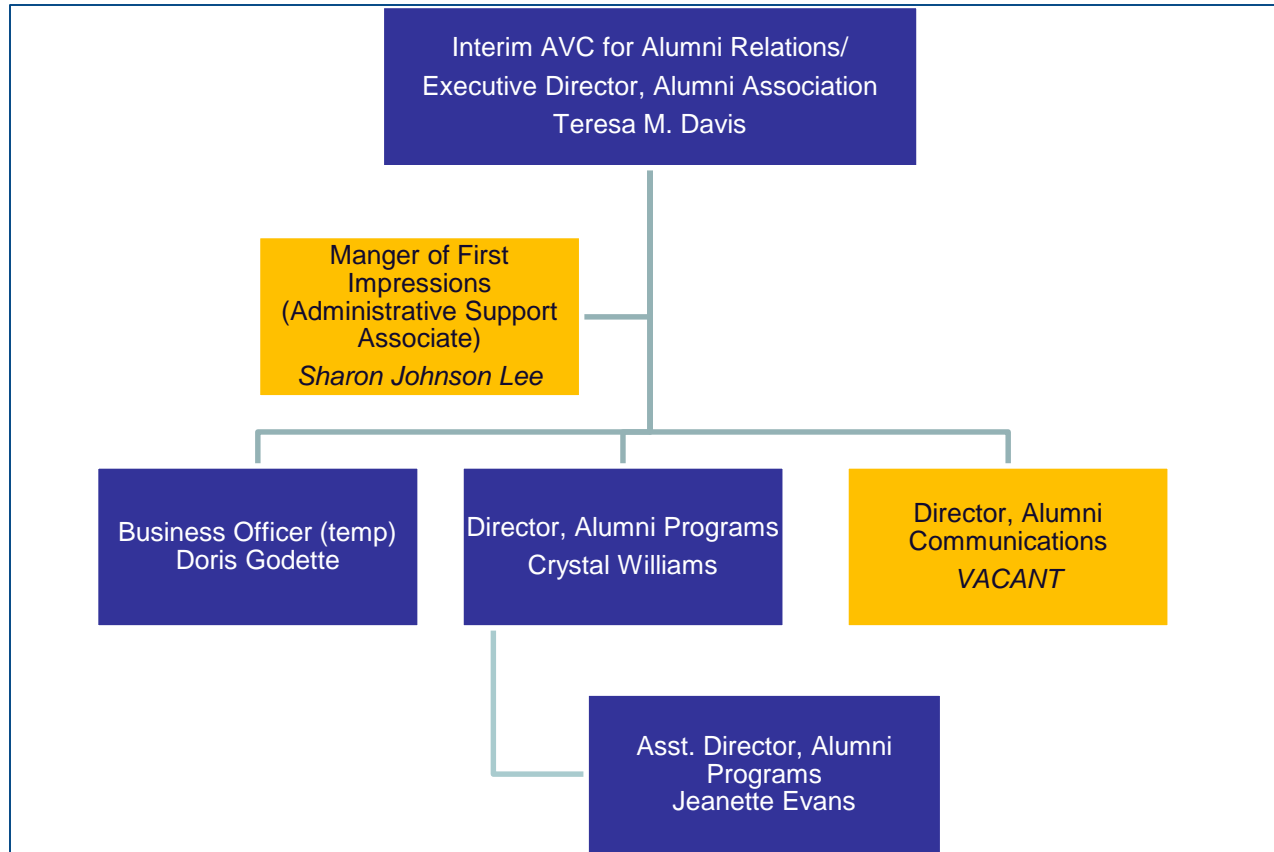
Alumni Association: Mission/Vision/Goals

- **Goals (cont'd.)**

- » *Cultivate a relationship between students and alumni through consistent engagement.*
- » *Build brand awareness of the Alumni Association's mission through a comprehensive communications plan.*
- » *Promote the success of university research achievements to encourage support through giving and recognition.*



Alumni Relations: Organization Chart





Alumni Association: Board of Directors

Pamela McCorkle Buncum <i>Board Chair</i>	Wayne Kimball, Jr.	Chuck Burch, Jr. <i>Western Regional Director</i>	Teresa M. Davis <i>Executive Director</i>
Dr. Judy Rashid <i>Vice Chair</i>	Bonita Gayle Graves	Marc Williams	
Sonja Matthews-Mooney <i>Secretary</i>	Helen Butler-Duncan	Karen Collins	
Dr. Winser Alexander <i>Treasurer</i>	Jermel Miller	Darryl Towns	
Dexter Mullins <i>Parliamentarian</i>	Rev. Irv Moore, Jr. <i>Midwest Regional Director</i>	Joe Parker	
Dr. Claudette Bennett <i>Immediate Past Board Chair</i>	Ulysses J. Cozart, Jr. <i>N.C. Regional Director</i>	Dr. Clay Gloster, Jr.	

There are vacancies for the following board seats: Northeast Regional Director, Southeast Regional Director, Student Alumni Association representative.



Transition to Integrated Model

Past

Current

Future

- *Culture*
 - » Change fatigue through multiple “models”
- *Operations*
 - » Limited staffing in Alumni Relations
 - » Volunteer-driven/executed programs
 - » Disengaged/disenchanted chapters
- *Governance*
 - » Shallow leadership pool
 - » Inconsistent financial process & controls

- *Culture*
 - » Mindset shift in progress to embrace unified model
- *Operations*
 - » Alumni Relations staffing at 85%
 - » Shift to volunteer-supported, staff-executed programs
 - » Strengthening chapter development and engagement
- *Governance*
 - » Introduction of new alumni leadership pool
 - » Fine tune financial process and controls

- *Culture*
 - » Complete buy-in of unified model
- *Operations*
 - » Fully-staffed Alumni Relations office
 - » Solid partnership between staff and volunteers
 - » Focused and engaged chapters
- *Governance*
 - » Sustained, deep leadership pool
 - » Stabilized financial process and controls

