Expanding Engagement Through Your Alumni Board

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Institution and Association Characteristics
Institutional Snapshot

- **27,125** total enrolled students
- **48%** of enrolled undergraduates are from rural Tier 1 and Tier 2 counties
- **36%** are first-generation college students
- **43%** enrolled in STEM/Healthcare-related programs
- Majority of enrolled students are from east of **I-95**
- **90+** fully online graduate programs and certificates
• Over **175,000** alumni
• Approximately **115,000 (65%)** live in North Carolina
• Transitioning to a non-dues based alumni engagement model
• Eleven (11) full-time dedicated staff (Advancement/Financial Services)
• Thirty (30) member Board of Directors
• BOD serves in three year terms (up to three consecutive terms allowed)
Institutional Snapshot

• Nationally ranked public liberal arts institution
• “Best Schools for Making an Impact” (Princeton Review), “Best Buy” (Fiske Guide to Colleges), “Best Value” (Kiplinger’s Best College Values
• 3,800 students coming from 37 states and 28 countries
• 30 majors leading to BA, BS, and BFA; also Master of Liberal Arts & Sciences
• Known for small classes, award-winning faculty, undergraduate research
• **18,800** alumni in all 50 states
• Approximately **38%** live in Asheville MSA & **55%** in North Carolina
• 4 full-time & 3 student staff for Alumni Engagement & Annual Giving
• Non-dues based, unincorporated alumni association
• Currently have a National Alumni Council (15 members serving up to 2 3-year terms) and a Student Alumni Association (8 officers)
Key Points

▪ Our boards should reflect our institutions and alumni.

  “If you’ve seen one board, you’ve... seen ONE board.”

▪ We must consider the culture of our institution in building an effective board.

  “Culture eats strategy for lunch.”

What do you think about this?
We’ll be asking for your input!
Trends and Best Practices
Key Points

• Change is coming.  

• External factors are reshaping norms.  

• Metrics are key.  

• The role of foundations and boards is evolving.  
Your Turn!

- How have industry trends or best practices affected your alumni association in general? Your board specifically?

- How can the shifting landscape in our industry be helpful in aligning your association/board to the institution? Is there potential harm?
Leveraging Boards to Maximize Engagement
UNC Asheville
Student Alumni Association
Officers

President

Past President or President Elect

Secretary & Treasurer

Executive Committee

Alumni Connections Chair

Student Engagement Chair

Philanthropy Chair

Alumni Connections Committee
Open membership

Student Engagement Committee
Open membership

Philanthropy Committee
Open membership

Past President or President Elect, Secretary, Alumni Connections Chair, Student Engagement Chair, Philanthropy Chair
ECUAA Diversity Plan *(adopted unanimously 9/30/16)*

**Core Value**
- We affirm the value of human diversity and the enrichment it brings to our lives and acknowledge our differences, rejecting all forms of prejudice and discrimination.

**Goal**
- Increase diversity and outreach in **measurable ways** for the ECU Alumni Association (ECUAA) board of directors, membership, programming and staff **in all actions** —while sustaining if not increasing our support for key University diversity programs. Develop a stronger ethos in the Alumni Association of respect, civility, tolerance, acceptance, and appreciation for diversity in its many manifestations, including diversity of thought, opinion, and the expression thereof.
Areas of Strategic Focus

- Leadership
- Membership
- Communications
- Programs
- Supplier Diversity
- Planning

ECUAA Diversity Plan (adopted unanimously 9/30/16)
ECUAA Board Diversity Matrix

- Developed in response to the adoption of the ECUAA Diversity Plan
- Tracks “real-time” representation of key alumni demographics on the BOD
  - Ethnic diversity
  - Gender diversity
  - Regional diversity
  - Collegiate diversity
  - Generational diversity
- Areas deemed as underrepresented are weighted during BOD recruitment process
Don’t Boil the Ocean
Points of Consideration

- How do we engage our campus and constituents to further engage our alumni engagement (i.e., use campus partners)?

- How do we leverage the use of ex-officio members to broaden our engagement pool?

- How do we use this board model &/or lessons from our alumni board to engage students/student alumni associations?
Your Turn!

- How are our models of alumni associations and respective governing boards authentic to our institutional culture and history?
Taking Action
Your Turn!

- Show of hands-
  - Do you have a current strategic plan for your board?
  - Do you have job descriptions for your board members?
  - Are you regularly assessing your board’s effectiveness?
Helpful Resources

• Strategic Planning
  • CASE – Strategic Plans for Alumni Relations

• Job Descriptions
  • Board Source – Board Member Job Descriptions
  • The Bridgespan Group – Non Profit Board Resource Center
  • The Educational Advisory Board – Alumni Volunteer Job Descriptions Worksheet (p.72)

• Board Assessment
  • National Council of Nonprofits – Self Assessment for Nonprofit Boards
Thank you!

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