



Committee on Alumni Constituencies Meeting Minutes
Monday, March 3, 2008
Tooker Board Room, Old Main
6:00-8:00 p.m.
DRAFT

Committee Members Present (In person)

Maria Hesse (Chair), Ken Behringer, Matt Gervin, Chris Spinella

Committee Members Present (Telephonically)

David Benner, Eddie DeVall, George Diaz, Andy Hanshaw, Jeff Olen

Chapter/CAE Guests Present (In person)

Cassius McChesney

Chapter/CAE Guests Present (Telephonically)

Milissa Kohler, Eddie Lopez, Ron Pint, Deanna Stulgaitis

Staff:

Greg Mena, Christy Southergill

I. CALL TO ORDER

Chair M. Hesse called the meeting to order at 6:00 p.m. She facilitated introductions and welcomed the board committee members and other chapter leaders in attendance.

II. PRIMARY GOALS

The Chair reviewed the primary goals of the session which included:

1. Build awareness of the changes in the governance structure of the ASU Alumni Association and the implications for alumni constituent groups;
2. Understand the commitment of the ASU Alumni Association to constituent group development for FYs 06 through 08 in staffing, funding, leadership programming and resource development;
3. Create the mission, vision and strategic goals for the newly constituted Council for Alumni Constituencies (CAC).

Potential focal areas for the CAC may include: (1) enhanced communications; (2) scholarship development; (3) growth and support of the alumni ambassador initiative; (4) support for fledgling and/or struggling constituent groups.

III. CONTEXT: PROPOSED CHANGES IN ASUAA GOVERNANCE STRUCTURE

M. Hesse reviewed the *Governance Committee Recommendations: Current v. Proposed Structural Overview* to promote clear understanding of how the new structure would differ from the previous structure. She described the change from six representative directors on the Board to the CAC. She explained that the CAC, under staff direction, would continue its work to develop and implement effective strategies for the creation, placement and sustainability of the constituent group network, provide assistance for support of new and struggling groups, assist

with constituent group leadership recruitment and development, and help with forum and conference planning.

IV. REVIEW OF CONSTITUENT GROUP COMMITMENT MATERIALS

C. Southergill reviewed the report on Commitments to the Alumni Constituent Group Network that was presented to the Board of Directors at the January 26, 2008 meeting. The report traces chapter growth, staff increases, and changes in funding allocation structures, fiscal commitment, leadership programming and resource development over three fiscal years, FY06, FY07 and FY 08 (to date).

V. DISCUSSION ON COUNCIL FOR ALUMNI CONSTITUENCIES

M. Hesse opened discussion on the purpose, goals and structure of the CAC. M. Kohler requested more information on the rationale behind the new governance proposal. M. Hesse, K. Behringer and D. Benner, members of the governance committee, each spoke on the importance of the board as a streamlined governance body with fiduciary responsibility and focus on the significant business decisions of the Association. The Board will have two standing committees, Audit and Board Development. Competencies will be considered in the selection of board members. There will also be an Alumni Council to serve as Ambassadors for ASU and the Alumni Association and assist in engagement of alumni through specific events and programs.

Questions were raised about how chapter needs would be met under this structure. It was explained that the role of the CAC is spelled out in the bylaws, and a CAC representative would serve on the Board Development Committee that will nominate board members. It was also explained that one of the competencies to be considered for Board service is chapter or club participation. It was further discussed that the bylaws indicate that the Chair-Elect of the Board of Directors will serve as Chair of the CAC to ensure constituent group activities and concerns would be shared with the Board.

Considerable discussion revolved around the need for an overall “checks and balances” structure that would ensure constituent group needs and voices were heard at the Board level. Chapter leaders consider it critical that there be accountability and follow-up from staff on CAC issues with consistency in meeting content; i.e., consistent overviews and progress reports from staff on items discussed and regular agenda items such as leadership development, chapter status updates, etc. M. Hesse suggested the recognition plan for chapters would be a good next step. She then focused discussion on what the chapters would like to see happen in the next few years. The following were suggested:

- Continued progress and improvements in electronic communications tools
- Representation from all campuses on the CAC
- Strong focus on chapter leadership development – recruitment, retention, sustainability
- Utilization of the most appropriate ways to provide assistance to chapters, which is not necessarily about representation; an open forum for dialogue is needed – a mechanism for chapter volunteers to share their thoughts
- More focus on how the chapters can be more effective in increasing membership
- Define how chapters can participate in the Association;
- Clarify the chapters’ role in send-offs
- Better fleshing out of how alumni can get involved under the new governance structure

- Chapter education and participation in university traditions; chapter leaders need to include this information in their communications
- CAC meetings need to reflect follow through, progress reports; members need to participate and contribute to leadership development
- Posting of governance documents to the online toolbox
- For consistency, CAC membership should be specifically identified, but all other constituent group volunteers and other alumni should be invited to participate

VI. NEXT STEPS

- Staff will ensure governance documents are posted to the Online Toolkit and constituent group leaders are advised when they are posted
- A discussion of the new governance structure will be incorporated into the Spring Leadership Forum
- In summary, the CAC concluded the major goals for the group are communication (including technology) and leadership development. ASUAA staff will create a plan for the CAC to address these major goals. The plan will be presented at the Spring Leadership Forum.

VII. ACTION ITEMS

- K. Behringer moved the minutes of the October 19, 2007 meeting be adopted. D. Benner seconded. The motion carried.
- R. Pint moved the *Guidelines for Funds Allocated to Chapters* be amended to include the following statement: ***Requests for reimbursements to the chapter president or chapter treasurer may NOT be signed by the officer to whom the funds will be reimbursed. (i.e. requests for reimbursement to the chapter president must be signed by the chapter treasurer, etc.).***
A. Hanshaw seconded. The motion carried.

VII. ADJOURNMENT

Chair M. Hesse adjourned this meeting of the Committee for Alumni Constituencies at 8:10 p.m.