

Alumni Council Strategic Plan

Spring 2018



Vision & Mission Statements

Our Vision

A passionate and engaged Alumni Council works in partnership with Colgate University to advance the University's mission.

Our Mission

The Alumni Council promotes enduring alumni engagement and service that supports and advances Colgate University and its global community.

Resulting Strategies

- **Strengthen Alumni Network** - Promote connections, mentoring, networking and life-long learning opportunities for current and future Colgate alumni.
- **Communicate Effectively** - Represent the interests of the alumni and the university to each other with an informed and authentic voice.
- **Support Students** – Engage with students as members of a welcoming global alumni community by assisting students in their pursuit of a demanding and expansive education.
- **Advance Traditions** - Preserve institutional memory while participating in the evolution of Colgate's traditions.

Reorganization Background

- **The Members Want to Do More** - Council members were strong in their desire to do more as individuals. Our leadership should encourage, enable and guide actions on behalf of Colgate.
- **We Need to Get Good at Spreading the Work** - Bandwidth, capability and willingness to “do” varies by member.
- **We Can Get Resources** – Current administration has high expectations for the Council. As a result, we should assume that a lack of resources will not be an obstacle for good ideas from the Council.

Reorganization Background

- **We Should Be Careful About Evolution and Revolution** - The Council is going through a cultural evolution in its move from a listening-orientation to a doing-orientation. As we look at term length, size and role of life members, we should probably choose to evolve. In other words, taking on all three (term length, size and life members) could be seen as self-serving.

Reorganization Background - Committee Structure

- There will be standing committees such as the Awards and Nominations, and there will be ad hoc committees such as the Council Centennial.
- Every standing committee will have two leaders (chair and vice-chair). This creates a natural succession plan.
- Committees should have the ability to form their own subcommittees as they see fit to organize their own work. For example, a “Career Initiatives” Committee might have a “Mock Interview” subcommittee.
- The Alumni Engagement Committee will have an Advancement subcommittee to partner with campus staff.

Reorganization Background - Committee Assignments

- Alumni Trustees, Life Members and Officers will not be assigned to committees but may attend committee meetings. This leaves 45 members to be assigned to committees. (28+8+9).
- Seven standing committees will be formed.
- Members will be assigned to one committee.
 - Members serving on Nominations and Awards will serve on a second standing committee.
 - Members can choose to be on additional ad hoc committees.
- Members of the Communications Committee may be cross-assigned to other other committees on a dotted-line basis.

New Committee Structure

Future Committee	Potential Subcommittees	Scope of Responsibilities
Nominations	Initial Screening Diversity Outreach	Identifying and nominating individuals that reflect the diversity of our alumni body into Alumni Council membership and leadership positions.
Awards		Recognizing alumni, university employees and others for truly remarkable contributions to the life of school and its community.
Communications	Gateline Colgate Magazine Maroon-News	Ensuring that the authentic voices of alumni and the university are heard by each other and strengthening the connections between the Council and the broader alumni community.

New Committee Structure

Future Committee	Potential Sub-Committees	Scope of Responsibilities
Academic Life		Directly liaise with the Provost's office to identify means by which alumni can be directly and indirectly intellectually engage with the faculty.
Career Initiatives	Mock Interviews	Partnering with Colgate to strengthen the value alumni can provide to students entering the workforce.

New Committee Structure

Future Committee	Potential Sub-Committees	Scope of Responsibilities
Campus Connections	Residential Life Mentorship	Directly connecting and supporting students and their organizations as mentors, advancing the traditions and rituals that connect us together, and demonstrating to future alumni the special nature of being a Colgate alumnus.
Alumni Engagement	Engagement Index Reunion	Serve in an advisory function to the university's alumni relations staff, and in conjunction with university personnel, develop and implement initiatives that engage alumni with each other and in with the university.
	Advancement	Work with the University's Regional Advancement staff to support their efforts to engage with key alumni, and to support the district club program. (Staffed by RVPs)

New Committee Structure

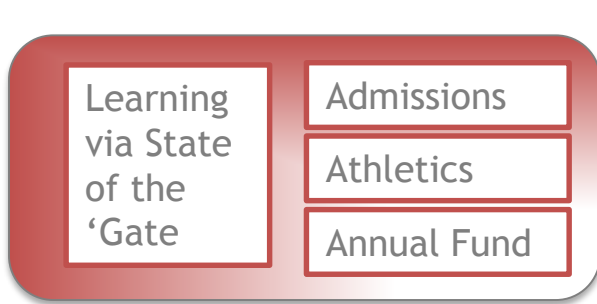
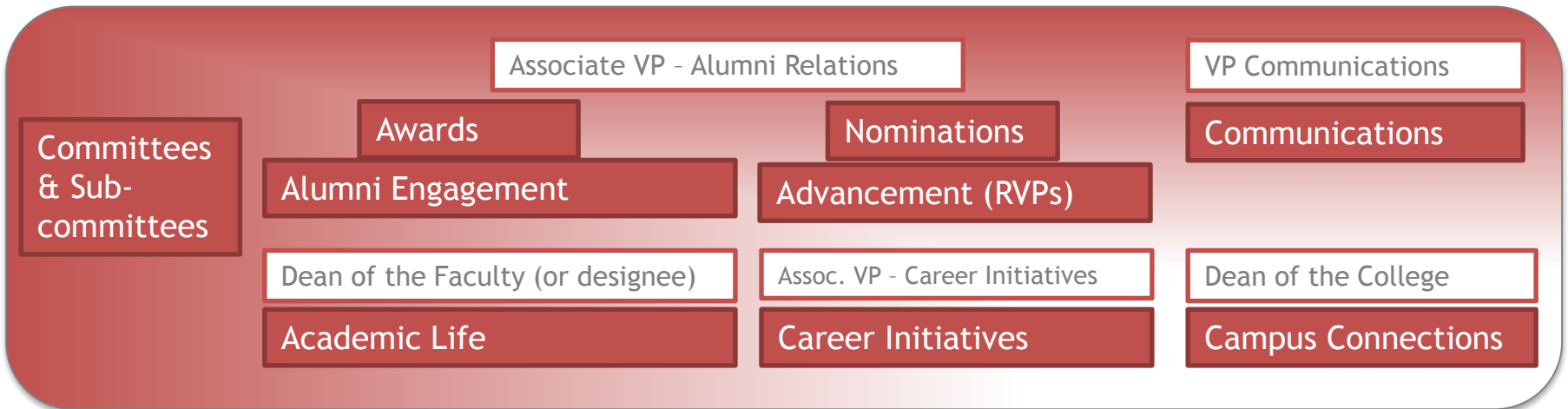
Initial Ad Hoc Committees

- Council Centennial
- Alumni Council By-laws
- Contested Elections

Standing Committees Eliminated

- District Clubs
- Athletics
- Admissions
- Advancement
- University Relations

Council – Partner Relationships



Alumni Council Annual Work Cycle

