

IS YOUR ALUMNI BOARD WORKING FOR YOU?



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SESSION AGENDA

- Olin Presentation followed by Q&A
- Krannert Presentation followed by Q&A
- Small Group Breakouts
- Full Group Discussion and Reporting from Breakouts

Washington University in St. Louis Olin Business School



OLIN BUSINESS SCHOOL ALUMNI & DEVELOPMENT

13th Annual ABSAP Conference
*Hosted by the Smeal College of Business,
Penn State University*
July 16-18, 2014 | State College, PA

BEFORE

2 Alumni Boards

Executive MBA Board
(EMBA alumni only)

Olin Alumni Board
(Undergrad, MBA and Professional
MBA alumni)

CHALLENGES

Decrease in meeting attendance

Declining interest in
committee participation

Changing demographics
of alumni

Lack of clarity about mission/goals

A focus group was established in 2011 to determine
the effectiveness of the boards...

MEMBERSHIP

Clarify expectations and modify membership structure, including removing non-participating members

MEMBER ENGAGEMENT

Disband non-performing and merged redundant committees
Actively promote Committees
Offer opportunities for students to network with board members

BOARD MEETINGS

Offer opportunities for members to engage with one another and help support students
Add faculty presentations and discussions of business issues at meetings

ALUMNI EVENTS

Educational events, not social
Cross market alumni programs and events to all Olin alumni

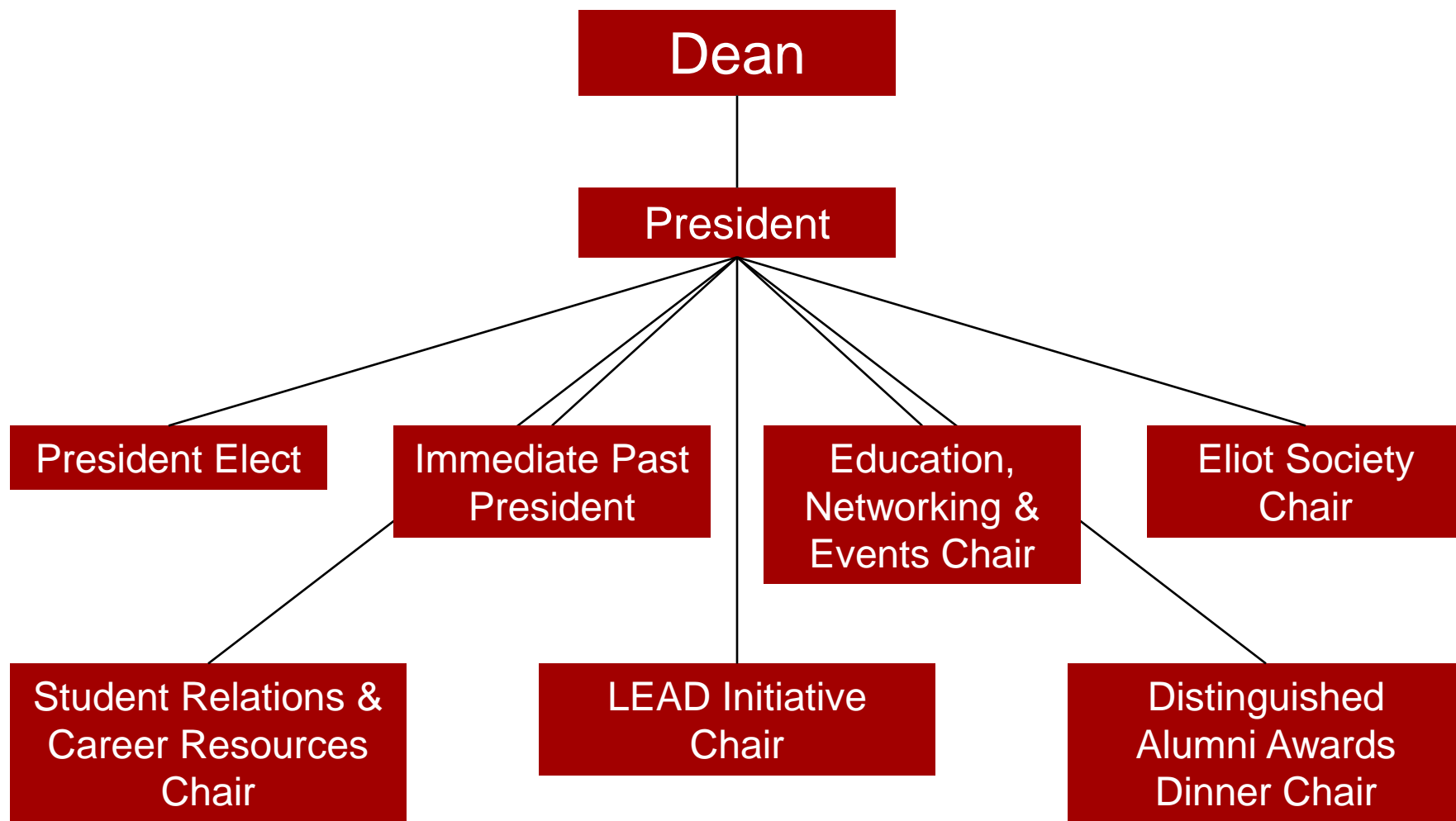
NEW Mission

Cultivate alumni ambassadors who will build awareness, motivate stakeholders, recognize achievement, and commit to the long-term success of Olin Business School, students, and graduates.

NEW Objectives

1. **ADVISE** Olin's dean and A&D staff on alumni and development matters
2. Serve as Olin's **AMBASSADORS** to the community
3. Assist Olin in securing **RESOURCES** from alumni and friends
 - e.g. annual support, alumni volunteers and program participants, internships & jobs, practicum opportunities, etc.
4. Assist Olin in providing **SERVICES OF VALUE** to alumni and friends

NEW OLIN ALUMNI BOARD ORGANIZATIONAL CHART



Board Member Selection

1. Formal Identification/Nomination Process for Potential Members
 - Nominated by staff and board members
 - Reviewed and approved by Executive Committee
2. Meaningful Invitation Process
 - Invited to serve by Dean
 - Welcomed by President and introduced at first board meeting
3. Expectations of Membership established up front
 - Serves an active two year term
 - Serves on at least one board committee and attends board and committee meetings

Member Expectations

1. Serve a two year term, with the opportunity for a renewed term.
2. Attend at least 2 of 3 annual meetings.
3. Participate in one committee of the board.
4. Support Olin's Annual Fund at the Eliot Society level (\$1,000 or more).
5. Serve as an active ambassador for the school and promote Olin to the business community, current and prospective students, and alumni.
6. Proactively engages alumni and constituents to make the Olin brand strong.

Meeting Format & Frequency

- 3 meetings per year (between September and June).
- Each meeting will include a “Dean’s Corner – update on Olin”.
- 1 meeting will include breakout discussions by program area (EMBA, MBA, PMBA, and BSBA).
- Each meeting will include a new board member “Spotlight Presentation”.
- 1 meeting will include committee breakouts.
- One meeting per year will include a faculty research presentation with a time for discussion.

Purdue University Krannert School of Management



KRANNERT SCHOOL ALUMNI ASSOCIATION

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KRANNERT SCHOOL ALUMNI ASSOCIATION

Board Structure

Limited policy and framework
Open-ended membership
Declining participation

Timing and Frequency

Two meetings per year
Limited time on campus
In and out

Strategic Discussion

Dog and pony show
Loads of lecture
Minimal strategic discussion

Engagement with Students

Limited impactful interaction
Minimal student perspective

Collaboration with Stakeholders

Key departments
Minimal engagement

FOCUS GROUPS WITH KEY DEPARTMENTS	IDENTIFIED BOARD MEMBER INTERESTS	INTERSECTION OF NEEDS AND INTERESTS
Dean's Office	Career & Professional Development	Alumni Relations
Student Services	Academic Involvement	Leadership Initiatives
Career Services	Mentoring	Mentoring Programs
Academic Departments	Case Competitions/Conferences	Professional Development
Admissions	Student Club Engagement	Corporate Relations

ALUMNI RELATIONS

Strategic partner: Alumni Relations
As it relates to the students and alumni
On and off campus events
Academic and club engagement

MEMBERSHIP AND GOVERNANCE

Strategic partner: Dean's Office/AR
New Member Selection
Onboarding/Orientation
Policy and board function

MENTORING PROGRAM

Strategic partner: Student Services
Consult on program development
Identify alumni mentors
Coordinate with student leadership

PROFESSIONAL DEVELOPMENT

Strategic partner: Career Services
Internship and job placement
Corporate relations
Experiential learning projects

KRANNERT SCHOOL ALUMNI ASSOCIATION

Board Structure

- Established expectations
- Member selection process
- Onboarding and orientation
- Clearly outlined framework

Timing and Frequency

- Two meetings per year
- Increased committee communication
- KSAA sponsored activities

Strategic Discussion

- No more dog and pony show
- Inclusive strategy sessions
- Clearly outlined objectives

Engagement with Students

- Engagements focused on quality
- Student perspective incorporated
- Inspired alumni and students

Collaboration with Internal Stakeholders

- Strategic partnerships
- Clearly addresses need
- Multiple perspectives

STRUCTURE AND FORMAT	BOARD CONNECTIVITY	CONSTITUENT RELATIONSHIPS
Formalize off-boarding process and emeritus status	Annual board retreat	Maintain strong strategic partnerships
Increased meeting time to include more robust programming	Members-only events during board meetings	Increased student involvement and student leadership
Board-wide strategy sessions to link committee efforts	Increased on- and off-campus board engagement	Raise board awareness among the entire community

SMALL GROUP STRATEGY SESSION: DISCUSS AND IDENTIFY COMMON PROBLEMS

What challenges do you face
with your alumni boards?

What do you hope to get out
of your board members?

How do you take great ideas
and turn them into actionable
items?

How do you keep your alumni
and volunteers engaged in
meaningful ways?

Common Challenges and Potential Solutions

1.

Common Challenges and Potential Solutions (cont.)

1.