



LINDENWOOD UNIVERSITY

Lindenwood University Alumni Advisory Council

Revised September 28, 2020

Overview

The Lindenwood University Alumni Advisory Council (AAC) exists to help build strong and lasting relationships between alumni and friends of Lindenwood. Members of the AAC serve as volunteers, spokespeople, and advocates of Lindenwood. The AAC collaborates with and supports the University's Office of Alumni Relations but does not have binding decision-making or spending authority, which remains at the discretion of the Office of Alumni Relations. The AAC is an integral part of the continued success of Lindenwood's alumni efforts and the commitment to connecting with lifelong Lions & Lynx!

Member Expectations & Responsibilities

1. Serve on the AAC for three consecutive years.
2. Attend the scheduled meetings of the AAC (two per year). Two consecutive absences without prior notice will result in a review to determine if continued service is feasible.
3. Remain knowledgeable and current about Lindenwood University and the Office of Alumni Relations. Read monthly emails and visit the website periodically to stay current on activities and initiatives. Have a thorough understanding of Lindenwood's mission and the mission of the Office of Alumni Relations.
4. Join an AAC standing committee to help with initiatives. Attend AAC committee meetings and complete committee assignments. Committee options include: (1) Programs & Events, (2) Communities, (3) Pride, & (4) Support
5. Stay informed and supportive of alumni opportunities such as volunteering, benefits programs, initiatives, and events.
6. Aid the Office of Alumni Relations in identifying volunteers, regional contacts, and other potential AAC members.
7. Be an alumni ambassador by attending alumni programs in your area, on-campus, or virtually a minimum of 3 times per year.
8. An annual donation to Lindenwood, in an amount you feel is impactful to the University and our students.
9. Fulfill other duties as assigned.



AAC Standing Committee Descriptions

I. Programs & Events

- a. Helps with the planning and recruitment of alumni & friends to attend Homecoming events
- b. Helps with the planning and recruitment of alumni & friends to attend Reunion events
- c. If living in the greater St. Louis/St. Charles area, help plan or attend local events, and engage with alumni in the area
- d. If living outside of the greater St. Louis/St. Charles area, help plan or attend events in that area and engage with alumni in the area
- e. Idea generation for in-person events, virtual events, and webinar topics
- f. Contribute to segmented event idea generation for special groups of alumni & friends (i.e. young alumni, generation events, family-oriented, etc.)

II. Communities

- a. Help the Office of Alumni Relations with tracking the alumni benefits offered, making sure the benefits stay current, and pursuing opportunities to institute new benefits
- b. Assist in chapter chartering, determining which locations would benefit from having an alumni chapter, the structure of those chapters, and how they will be maintained
- c. Identify affinity groups that can be established, possible structures of affinity groups, and how affinity groups will be maintained

III. Pride

- a. Raise awareness for the Alumni Awards, understand the requirements for each award, and work to identify alumni who would be eligible for nomination
- b. Raise awareness for the Athletics Hall of Fame, what the requirements are for each category, and work to identify athletes, coaches, or teams who would be eligible for nomination
- c. Gather news & note updates from alumni & friends for the Lindenwood University magazine
- d. Generate ideas for the Lindenwood University magazine – not limited to alumni updates, but rather Lindenwood University updates, themes for issues that would be relevant to readers, and potential article topics
- e. Promote process for alumni to keep personal contact information up to date with the Office of Alumni Relations

IV. Support

- a. Educate alumni & friends on giving opportunities Lindenwood has to offer
- b. Help with Giving Tuesday/Giving Week by sharing information with friends and colleagues
- c. Promote special giving opportunities throughout the year
- d. Work with the Office of Alumni Relations to educate students on the benefits of giving to Lindenwood and donation incentives
- e. Determine companies and organizations that might benefit from partnering with Lindenwood
- f. Understand the Butler Society and the Sibley Heritage Society, promote the annual gala
- g. Encourage students and alumni to attend the Endowed Scholarship Luncheon



Alumni Advisory Council Structure

Ex-Officio Non-Voting Members

Vice President of Advancement & Communications, Director of Alumni Relations

President

Vice President

Members

Ex-Officio Non-Voting Members

The ex-officio non-voting members are staff members of Lindenwood. These members help serve as a resource for the AAC. Staff members of Lindenwood review all AAC applications submitted and are tasked with identifying the needs of the AAC. The AAC is intended to represent all facets of Lindenwood and the AAC will have a diverse range of alumni – whether by degree, location, year of graduation, etc. Once applications are reviewed and approved by Lindenwood staff, they will be sent to the AAC for a final vote.

I. Vice President of Advancement & Communications

- a. Finalizes any plans, documents, or requests the AAC makes. If there is additional approval needed, the vice president will seek approval from Lindenwood administration.
- b. Reserves the ability to make any changes to the AAC, its structure, function, operations, and this document at any time.

II. Director of Alumni Relations

- a. Direct line of contact to the AAC. Attends every general AAC meeting, has regular meetings with executive AAC, and provides support to standing AAC committees, as needed. Collects all items from the AAC and works with the Vice President of Advancement & Communications to get final approval.



AAC Executive Council

The AAC executive council reviews alumni programs and services with AAC and makes recommendations to the Office of Alumni Relations for further study and action. The Executive Council is comprised of the AAC President and Vice President.

I. AAC President

- a. Runs the AAC meetings, meets regularly with the Office of Alumni Relations to share committee updates, serves on a standing committee
- b. Member serves one, 2-year term
- c. Presidents are not able to apply for Vice President immediately following their term as President

II. AAC Vice President

- a. Serves as backup for the President if the President cannot attend AAC meetings
- b. Keep committees on task and ensures they are sending progress updates, serves on a standing committee
- c. Member serves one, 2-year term
- d. Vice Presidents are eligible to apply for President if AAC membership terms have not been reached

Members will vote to elect each AAC President and Vice President. If there is only one candidate for a role, members will vote whether they believe this person should or should not serve in the role. If multiple members are applying for the same position, members will vote on which member they believe to be the best candidate for each position, and the candidate with the greatest number of votes will serve in that capacity. AAC Executive Committee members may remain AAC members following their term if term limits have not been reached.

AAC Members

The heart of the AAC and the primary focus of AAC members is to serve as ambassadors for Lindenwood. AAC members will be made up of alumni who represent chapter leaders, affinity group leaders, volunteers, and those who love Lindenwood. The goal of the AAC is to represent all facets of Lindenwood to ensure a diverse collaboration of efforts, including but not limited to location, academic school/degree, year of graduation, etc.

Applications for AAC members are accepted on a rolling basis and will be reviewed as positions become available. There will be a maximum of 20 AAC members at any given time. Once applications have been vetted through the Office of Alumni Relations, members will vote to select new AAC members. If there is only one candidate, members will vote whether they believe this person should be part of the AAC. Members are asked to serve on the AAC for three consecutive years and have a two-term limit (totaling six years), which includes time on the AAC Executive Council if serving in that capacity. Regardless of position on the AAC, all members are required to be voted back for each term. If a member would like to reapply for an AAC Executive Council position following the completion of their term limits, they must wait an additional term (three years) before becoming eligible again.