

Reported to the Board of Trustees
July 13, 2017



UNIVERSITY OF ILLINOIS ALUMNI ASSOCIATION

UPDATE **to the University of Illinois Board of Trustees** July 2017

UI ALUMNI ASSOCIATION BOARD MEETING

The University of Illinois Alumni Association Board of Directors met **June 9** on the UIC campus. The focus of the meeting was to discuss a proposed organizational structure for the UI Alumni Association (UIAA).

There have been many meetings and discussions between UIAA leadership and University leadership concerning the role of the UIAA within the University of Illinois System. The discussions have focused on determining how the UIAA can best support the University's evolving advancement model and continue to serve and represent its 700,000+ alumni.

During the last few months, a proposed framework was developed based on conversations with and requests from University leadership. The proposal, which was discussed in detail at the June Board meeting, includes the following components and suggested changes:

- UIAA would remain a System level organization and retain an independent 501(c)3 structure.
- It is proposed that all three universities (University of Illinois at Urbana-Champaign, University of Illinois at Chicago, and University of Illinois at Springfield) establish their own alumni associations. This change would differentiate the central organization (UIAA) from the three university alumni associations.
- The UIAA organization name would be changed from University of Illinois Alumni Association to University of Illinois Alumni Alliance. The renaming of the Alumni Association to the Alumni Alliance shows a clear distinction between the current UIAA and the shift to this new model. The new model will truly be an "alliance" of University of Illinois alumni working together toward the advancement of the University System.
- UIAA would administer System functions including advocacy, Trustee recommendations, affinity programs (travel program, credit card, insurance, etc.), production of alumni publications and other services requested by the universities.
- UIAA governance would continue to be provided by a Board of Directors, however, the size of the board may be reduced.
- The Chancellor at each of the three universities would oversee the respective alumni engagement programs and would integrate these activities within overall advancement efforts. Each university has or will establish an alumni advisory board/group.
- The Chancellors have requested that each of the university alumni associations manage and execute the functions and programs of alumni mass marketing, alumni mass communications, alumni sentiment analysis, alumni awards, alumni volunteer boards, alumni engagement events, alumni constituencies, performance management.

At the June 9 meeting, the UIAA Board of Directors also approved a budget for Fiscal Year 2017 and a preliminary budget for Fiscal Year 2018. There was also a discussion of various tax issues related to maintaining a 501(c)3 status. Bill Stratton was thanked for his service at the outgoing Chair of the Board and Steve Van Arsdell was named the new Chair of the Board of Directors. Bill Forsyth was named the Vice Chair. Andrea Darlas, Mark Filip, Mary Maryland, Wilbur Milhouse and Thom Serafin were thanked for their service to the UI and UIAA.

UI ALUMNI ASSOCIATION PRESIDENT

Jennifer Neubauer has been named the new UIAA president. Neubauer will also have a dual role as U of I at Urbana-Champaign associate vice chancellor for alumni relations.

As UIAA President, Neubauer will report to the UIAA Board of Directors for System alumni programs and services. As Urbana Associate Vice-Chancellor for Alumni Relations, she will report to Urbana Vice-Chancellor for Institutional Advancement Barry Benson and will help shape the university's alumni relations goals and help strengthen the UIAA's relationship with the Urbana advancement team.