

Board Meeting  
July 30, 2007

## ROLL CALL

### APPROVE MEMORANDUM OF UNDERSTANDING WITH UNIVERSITY OF ILLINOIS ALUMNI ASSOCIATION

**Action:** Approve Agreement

**Funding:** No Funding Required

Over the past two years the University of Illinois has engaged in a comprehensive strategic planning process covering all campuses, colleges, and departments and including university-wide support organizations at the University Administration, University of Illinois Foundation, and University of Illinois Alumni Association (UIAA). The Foundation and Alumni Association have been full participants in this process and their plans have been integrated into the University's comprehensive plan.

One critically important component of this overall effort has been to establish a framework for creating and achieving competitive advantages for the University of Illinois from both programmatic and funding perspectives. The following "advancement" vision statement resulted from this process:

"The vision for advancing the University of Illinois with its key external publics is to implement an integrated development, alumni relations, and

marketing/communications program that will achieve strong constituent relationships and generate significant private financial resources to ensure the University's excellence".

Building upon this vision, the Alumni Association's strategic plan identifies a series of strategic thrusts to provide a road map to improve the efficiency and effectiveness of the University's advancement efforts. The strategic goals of the Alumni Association are as follows:

- Build meaningful and lasting relationships with University of Illinois alumni through effective programs, communications, and technologies in order to increase loyalty and fraternity with each other and the University.
- Work in partnership with the University and related organizations to be supportive of the University's mission for which the UIAA can mobilize alumni involvement and help effect a positive outcome.
- Take more of a leadership role in adding value and providing strategic direction to the alumni relations efforts conducted throughout the University by serving as consultant, information resource, and tool provider.
- To be a key facilitator of an integrated effort to perpetuate a culture of citizenship and lifelong loyalty with all University of Illinois students and prospective students.
- To generate the resources required for the fulfillment of the UIAA mission and the realization of its goals.

The establishment of a Memorandum of Understanding to reaffirm the relationship between the University and Alumni Association was identified as one step toward implementation of this strategic initiative. Subsequently, the Alumni Association and the University leadership joined together to draft a Memorandum of Understanding for consideration by their respective governing boards. The Alumni Association's Board of Directors has reviewed and approved the Memorandum of Understanding.

The President recommends approval of the attached Memorandum of Understanding between the University of Illinois and the University of Illinois Alumni Association.

This Memorandum of Understanding will continue to be supplemented by an annual contract for specific services provided by the Alumni Association to the University and presented for approval to the Board of Trustees in accord with the Guidelines of the Illinois Legislative Audit Commission.

The board action recommended in this item complies in all material respects with applicable State and federal laws, University of Illinois *Statutes*, *The General Rules Concerning University Organization and Procedure*, and Board of Trustees policies and directives.