

Reported to the Board of Trustees
November 16, 2017



UNIVERSITY OF ILLINOIS ALUMNI ALLIANCE
Building relationships for life

TO: Board of Trustees
University of Illinois

FROM: Jennifer Lewis Neubauer
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I'm very pleased to provide this report on the next chapter in the 144 year history of the University of Illinois Alumni Association.

As many of you are aware, several years ago conversations began surrounding the viability of the business model under which the Alumni Association had operated for decades. Specifically the question was raised as to whether or not that model was the appropriate one for an institution that had grown from one campus into a system.

Could, institutional leaders asked, a single alumni association be expected to coordinate alumni engagement for three distinct universities?

In response to this important question, the system commissioned a study overseen by former UIAA board chair, Roger Plummer. Several findings emerged from the Plummer Report suggesting the UIAA in its then state was no longer best poised to most effectively engage alumni across the system.

Conversations as to how to best address the findings of the report reached a crucial point when Loren Taylor resigned as President of the UIAA last November. Throughout the search for my position in the spring of this year, discussions continued between President Killeen, the chancellors and the board of directors of the Association. By the time I accepted the position and arrived on campus in July, many of the key issues had been resolved and much of the heavy lifting had been done.

On September 8, the board of directors of the Association met and adopted a new set of by-laws that redefines the scope of their oversight.

The Association also voted to change its name to the University of Illinois Alumni Alliance, thereby affording each of the universities the opportunity to create its own alumni association with its own chief executive and board of advisors.

The new by-laws call for the Alliance to continue to coordinate at a system level legislative advocacy, communications – specifically the production of the 3 university magazines – and affinity partnerships.

This model – which is unlike any other in the country of which we are aware – will allow each of our universities to tailor their efforts and to construct alumni engagement models to better serve the unique needs of their respective alumni populations.

Chicago's efforts will be overseen by its executive director of alumni engagement, Caryn Schultz Korman. Caryn is an accomplished alumni relations professional coming to Chicago by way of the University of Minnesota where she initially served the University of Minnesota Alumni Association and later led the alumni engagement efforts for its School of Dentistry and the Division of Physical Therapy. Caryn will be shaping the creation of Chicago's alumni engagement program with Vice Chancellor and SR Foundation VP Jeff Nearhoof and, of course, Chancellor Michael Amiridis.

Springfield's alumni engagement program is overseen by Associate Vice Chancellor Chuck Schrage who will shape UIS's program with Vice Chancellor for Advancement and Sr. Foundation VP Dr. Jeff Lorber and Chancellor Susan Koch.

I have dual roles within the Illinois system – President of the Alliance and Associate Vice Chancellor for Alumni Relations at Urbana-Champaign. As President, I report to the Board of Directors of the Alliance and will be working to shape the services and programs that will allow my colleagues in Chicago and Springfield to actualize their visions for their respective Associations. As Associate Vice Chancellor, I report to Vice Chancellor for Advancement and SR Foundation VP Barry Benson and through him to Chancellor Jones. My role in that capacity will be to build upon the existing alumni engagement model for Urbana.

At present I'm working with my colleagues Doug Beckmann – who served as interim president of the Association and has stayed on as a special assistant to me – and Craig Morrison, Acting CFO of the Alliance, to build out a funding model for the Alliance which will allow it to fund itself as well as contribute to the alumni engagement programs for each university.

Concurrently, we in Urbana are working to develop a funding model for the alumni engagement program for our University as well as populating the new alumni advisory board for the University of Illinois at Urbana-Champaign. Chicago is also moving forward in populating its advisory board having established a set of by-laws that we collectively believe could serve as a template for the boards of Urbana and Springfield. Ultimately our goal is to create complementary sets of by-laws that allow for the maximum flexibility in board composition. Springfield is choosing to position its Campus Alumni Advisory Board as the University's Alumni Advisory Board.

As previously stated, we believe this model is unlike any other in the country. The alumni relations profession has changed dramatically since I first entered the field with the UI Foundation back in 1983. Additionally, this magnificent University has changed dramatically as well. The opportunity to – in true Illinois fashion – respond, pivot, and innovate to the charge in front of us is tremendously exciting not only to me as President of the Alliance but also as Associate Vice Chancellor. My colleagues in Chicago and Springfield share my excitement.

I would be remiss if I didn't add that the key to our success will be the fact that our system has the right leaders in place at the right moment in time, specifically President Killeen and Chancellors Jones, Amiridis and Koch, as well as UIAA Board chair Steve Van Ardsell, Barry Benson, Jeff Nearhoof and Jeff Lorber.