



Alumni Association

Temple University Alumni Association 2018-2019 Committee Descriptions

Guidelines for all TUAAC Committees

TUAAC Committees are created to foster TUAAC priorities as related to its strategic plan (www.alumni.temple.edu/strategicplan) in support of Temple University. TUAAC Committees partner with Temple Alumni Relations and Annual Giving staff to incubate programs and processes which further those goals, engaging new alumni and assisting in the development of a pipeline of active volunteers and donors.

In general, Committee members are expected to meet several times during the year in person and/or via teleconference; to respond to meeting notices in a timely fashion; to come to meetings prepared and in completion of any assigned tasks; to contribute ideas and participate in discussions; and to volunteer for committee tasks.

Alumni Center | Chair, TUAAC Vice President, Operations, Mike Breeze Christine Brady, Staff Liaison

The Alumni Center Committee will work with the University Development and Facilities groups to determine feasibility and garner financial support for a dedicated Main Campus Alumni Center/Alumni House containing space for Alumni Relations staff offices, meeting rooms, visitor areas, and space for alumni memorabilia/alumni awards recognition.

Alumni Events | Chair, TUAAC Vice President, External Affairs, Amy Larovere Eliza Stasi, Staff Liaison

The Alumni Events Committee will serve as event ambassadors for all TUAAC sponsored events.

FY19 Committee Objectives:

1. Attend TUAAC sponsored events (Including, but not limited to: Alumni Weekend, Homecoming, Global Days of Service, Regional Chapter, arts events)
2. Advise on how to grow attendance and the event experience overall
3. Identify collaborative ways to create new and engaging event experiences to increase unique event attendees

Athletics | Chair, Owl Club President, Harris Chernow

Eliza Stasi, Staff Liaison

The Committee will focus on utilizing all of the Temple intercollegiate athletic teams to create alumni engagement. The Committee will collaborate and identify new and enhanced opportunities among the TUAA, the Owl Club and the Athletic Department to serve as a platform to connect alumni and students with athletic focused initiatives and foster networking opportunities. The Committee will incorporate the TUAA's Strategic Plan objectives.

FY19 Committee Objectives:

1. Support existing Athletics events
 - a. Event promotion via social channels and networks
 - b. Identify opportunities for committee to register for and attend events
2. Expand audience for existing events
 - a. Host schools, colleges and affinity groups at existing event opportunities
 - b. Engage social media influencers and identify other untapped avenues
 - c. Bringing new alumni and friends to existing events
3. Build a student athlete pipeline to connect with student athletes as they transition into Young Alumni
 - a. Find ways to connect with student athletes through existing channels
 - b. Identify other alumni athletic groups to engage

Budget, Finance & Investment | Chair, TUAA Treasurer, Kristi DeSimone

Eliza Stasi, Staff Liaison

The Budget, Finance and Investment Committee will oversee the integrity of the TUAA's financial statements and prepare the TUAA annual operating budget, ensuring that expenditures advance the strategic priorities of the TUAA. Along with the TUAA Investments Portfolio's fiduciary manager, the Committee will have oversight of the TUAA Investments Portfolio, preserving the principal and generating sufficient TUAA operating capital.

FY19 Committee Objectives:

1. Meet with fiduciary manager to review market conditions and portfolio performance
2. Prepare TUAA Annual Operating Budget for Executive Committee Review
3. Evaluate income opportunities from prospective affinity partner vendors; identify innovative revenue sources

Bylaws Committee | Co-Chairs, TUAA Legal Counsel, Harris Chernow and Vanessa Snyder

Christine Brady, Staff Liaison

The Bylaws Committee will revise the Association's bylaws as needed, to properly approve changes affecting the governance of the TUAA.

FY19 Committee Objectives:

1. Review governance changes and bylaws language that may be inconsistent with TUAA goals, rules and priorities
2. Make recommendations to Executive Committee and Parliament
3. Revise and amend bylaws

Communications, Marketing & Branding | Chair, TBD

Eliza Stasi, Staff Liaison

The Communications, Marketing & Branding Committee's primary role will be as the TUAA's brand ambassadors. Members will serve in an advisory role to the OAR, providing input from the alumni base on communications and marketing strategy. They will also serve as the voice of the TUAA, telling the story, sharing Temple's message, event promotion and awareness via word of mouth, their own social media and communication channels.

FY19 Committee Objectives:

1. Promote alumni benefits
 - a. Find new marketing and branding opportunities across industries
 - b. Identify innovative ways to integrate messaging
2. Identify new and innovative sponsorship opportunities to expand TUAA brand reach
3. Expand alumni audience
 - a. Recruit social ambassadors via existing platforms (ie. social toasters)
 - b. Identify young alumni social influencers

Development | Chair, Karen Cherwony

Christine Brady, Staff Liaison

The Development Committee, in collaboration with the Office of Institutional Advancement's Annual Giving Team, will provide guidance and support as it relates to alumni-oriented development efforts and help ensure that a philanthropic message is a key component of TUAA activities and communications. As committee members are champions of major annual fund initiatives, they shall be donors and active volunteers and comfortable with discussions around annual giving

FY19 Committee Objectives:

1. Encourage alumni giving at different times throughout the year (Temple Toast, Giving Tuesday, and Fiscal Year End) through direct outreach and education
2. Lead the TUAA's promotion of Temple Toast Challenge
3. Promote 100% participation from TUAA Parliament Leadership and all TUAA Affiliated Volunteers, i.e., School/College Alumni Associations, Regional Chapters, Shared Interest Groups, Student and Young Alumni Groups

Grants and Awards | Chair, TUAA Vice President, External Affairs, Amy Larovere

Christine Brady, Staff Liaison

The Awards Committee will periodically evaluate TUAA grants applications and review awards criteria to assure the program simultaneously benefits schools/colleges and supports TUAA strategic priorities. Committee members shall consider TUAA and Temple priorities when evaluating awards programs, recusing themselves from discussions/votes centered on their own school or college/unit.

FY19 Committee Objectives:

1. Review grants proposals and determine awards to school/college alumni associations for seed money to support alumni engagement projects
2. Determine faculty nominee for the annual Stauffer Award, a faculty service award bestowed by the TUAA at the Faculty Service Awards Brunch
3. Discuss a holistic approach to the TUAA's and OAR's volunteer stewardship model

Nominations | Chair, TUAA President, Paul Curcillo

Lisa Vaccarelli, Staff Liaison

The Nominating Committee will recruit potential leaders to TUAA's Executive Board and Parliament, encouraging diversity of school/college, age, profession, race/gender/ethnicity, giving capacity and Temple volunteer experience. It will work with Executive Board members, Parliament, and TUAA committees to identify alumni leaders willing to advance the Association's objectives and University priorities as well as take responsibility for cultivating a pipeline of potential leaders.

FY19 Committee Objectives:

1. Define a process for outlining nominations and election procedure and protocol where not specifically defined in TUAA bylaws
2. Conduct outreach to and Interview prospective volunteers
3. Present for consideration officers and directors at large in election years

Professional Networking & Lifelong Learning | Chair, Bo Birtwell

Tyra Ford, Staff Liaison

The Temple Professional Network Committee will advise and provide direct support to efforts around high-quality professional programming, resources, and networking opportunities that support alumni in all phases of their career development and engage alumni as resources to current student and fellow alumni. The Committee will additionally promote efforts to support alumni business owners and managers while encouraging Temple hiring and serve as a resource to foster relationships with those alumni.

FY19 Committee Objectives:

1. Promote Temple Professional Network and Temple U Connect as a way for alumni to engage with Temple University, other alumni, and students
2. Identify new career-related opportunities to connect with alumni and students
3. Identify thought and industry leaders to add to pipeline
4. Identify Temple Made Business Owners.
5. Review and identify communication channels and messages
6. Support and attend TUAA TPN sponsored events

Regional Chapters | Chair, TBD

Rosemary Connors, Staff Liaison

The Regional Chapters Committee, consisting of all regional chapter chairs, will provide guidance on how best to connect Temple alumni to one another and to the University in the communities in which they live and work. They will convene for the purpose of discussing best practices for boards; encouraging information sharing and cross-collaborative efforts with campus; and benefitting from the support and camaraderie of fellow volunteers.

FY19 Committee Objectives:

1. Enhance channels of communication with campus: suggest more streamlined information from campus suitable to share with alumni chapters, and identify stakeholders on campus with which to partner
2. Promote more effective social media channels: identify and disseminate best practices for info from chapter's social media efforts
3. Develop a holistic range of activities aiming towards enhanced program diversity: create a mix within a chapter's schedule of events which contributes towards an increase in the number of unique, first-time, and/or young alumni participants

School and Colleges Alumni Association Presidents | Chair, Andy Carl

Christine Brady, Staff Liaison

The School and College Alumni Association Presidents Committee meets for the purpose of acclimating school and college presidents to their roles; discussing best practices for alumni association boards; encouraging information sharing and cross-collaborative efforts between schools; apprising of TUAA programs and awards; and benefitting from the support and camaraderie of fellow alumni association presidents.

FY19 Committee Objectives:

1. Members will help set agendas and suggest programming for meetings;
2. Select a fellow president to represent them on the TUAA Executive Committee;
3. Discuss topics related to their school's/college's alumni programming

Societies | Chair, Helen Sanders

Rosemary Connors, Staff Liaison

The Societies Committee will provide guidance about how best to connect Temple alumni to one another and to the University through groups convened around self-identified professional affinities, common interests, and shared experiences.

FY19 Committee Objectives:

1. Identify significant alumni affinities: defining meaningful relationships made through Temple affiliations which could be strengthened through connection with the TUAA.
2. Promote more effective use of social media: identify and disseminate best practices and content for societies' social media efforts
3. Identify opportunities for enhanced program diversity: create a mix within an society's schedule of events which contributes towards an increase in the number of unique, first-time, and/or young alumni participants

Student & Young Alumni Affairs | TUYA President, Merideth Ketterer
Michael Minetti, Staff Liaison

The Student and Young Alumni Affairs Committee will represent the TUAA to the two recognized Office of Alumni Relations and Annual Giving student and young alumni organizations, the Student Alumni Association (TUSAA) and the Temple University Young Alumni Board (TUYA). As appropriate, the Student and Young Alumni Affairs Committee will identify meaningful ways to support TUSAA, TUYA, and any OAR related events and initiatives intended to engage students and young alumni. The Student and Young Alumni Affairs Committee should also make recommendations to the TUSAA and TUYA on how those organizations can support TUAA events and initiatives.

FY19 Committee Objectives:

1. Identify opportunities for TUAA and alumni leaders to have a visible presence of engagement on campus
2. Develop ways to connect student leaders with alumni leaders
3. Identify, develop and steward a pipeline of student and young alumni leaders into the TUAA and its leadership roles