



TUAA Parliament Meeting

Saturday, September 28, 2024

#TempleMade
@templealumni



TEMPLE UNIVERSITY ADVANCEMENT



September 28, 2024

AGENDA



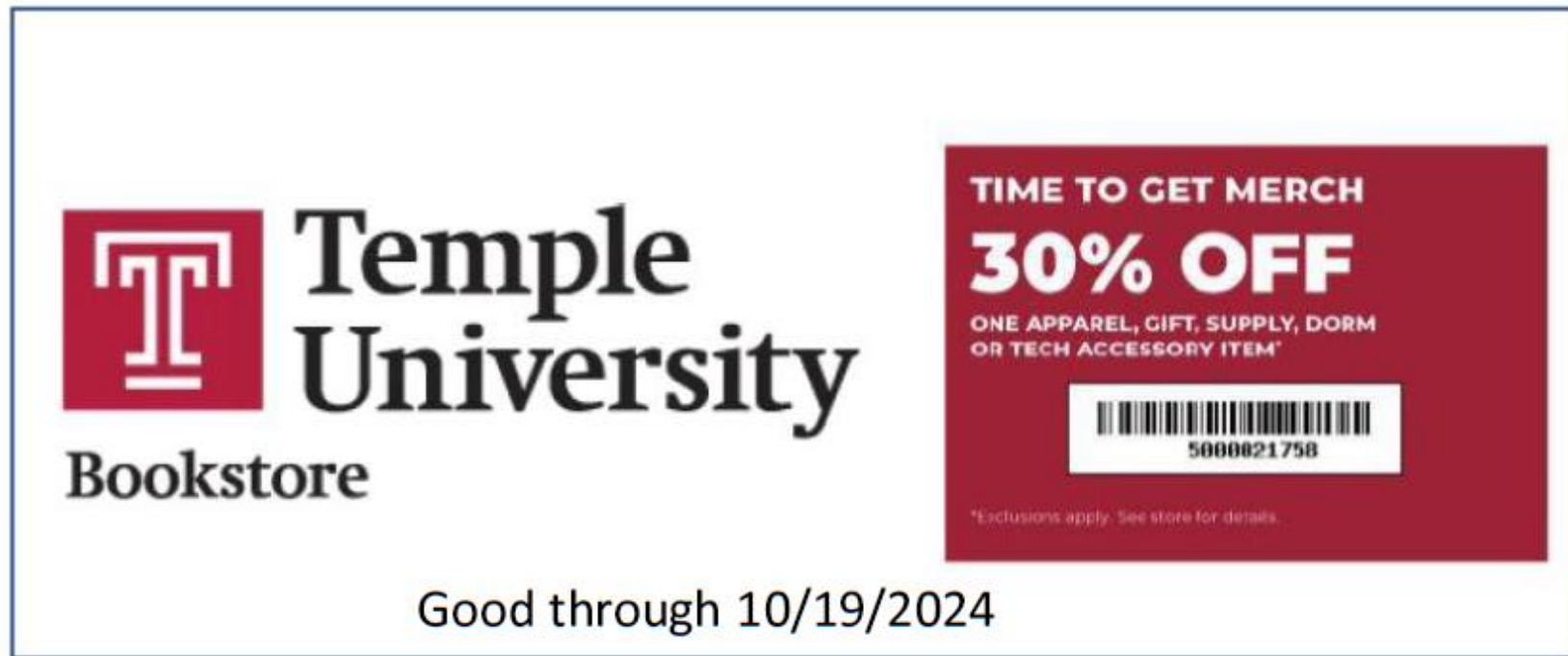
- Welcome and Introductions – Amy Larovere
- Student Life – Jodi Bailey Accavallo
- Temple Student Government – Ray Epstein
- Advancement Engagement Goals & TUAA Priorities – Eliza Stasi
- TUAA Priorities Reporting – TUAA Volunteers
- Student Welcome Week – Cameron Kelly
- TUAA Volunteer Opportunities – Christine Brady
- Homecoming & Fall Events – Amanda McColgan





Coupon for TUAA Volunteers! Get Your Homecoming Apparel!

Thank you Temple Bookstore! Good through Homecoming.



Open Today 10A-2P!



Introductions



- Name
- S/C Year
- Temple Volunteer Role



Approval of Minutes



Welcome John Fry – 15th Temple University President

- 15th Temple University President
- November 1 official start date; welcome events in planning
- Probable Homecoming events presence
- TUAA will request a meeting in spring 2025



Farewell President Richard Englert – 2016-21, 2023-24



- <https://www.youtube.com/watch?v=4hRHHo1eUgU>
- <https://www.youtube.com/watch?v=kPa95bIHvfQ>



Student Affairs

Jodi Bailey Accavallo
Vice President

Division of Student Affairs

Student Affairs promotes the total well-being of students: their intellectual, emotional, social, and physical development.



Campus Recreation



The Office of the Dean of Students

CARE (Crisis, Assessment, Response, and Education) Team, Stud. Emergency Aid, & Cherry Pantry



Disability Resources and Services (DRS)



New Student and Family Programs

Orientation, Transfer Student Progs, Parent/Family Progs



Student Activities

Fraternity and Sorority Life, Student Govt, & Main Campus Program Board



Student Center Operations and Conferences

Howard Gittis Student Center, Student Faculty Center (HSC) & Conf. Services



Student Conduct and Community Standards



University Housing and Residential Life

Residential Life, Housing Facilities, Housing Operations, Housing Finance



Office of the Vice President of Student Affairs

We are here as a support network and strive to provide students with the resources they need to excel.

Temple Student Government

Ray Epstein, President

Introductions & Events



Recent Events

- Allocations Town Hall
- Self-Care Fair w/ Wellness Resource Center
- Hispanic Heritage Month Town Hall
- Temple Thrift w/ Cherry Pantry

Upcoming Events

- Temple Votes Town Hall
- Small Business Fair



Convocation

An excerpt from TSG's Convocation welcome emphasized the vast Temple alumni network in several news outlets such as **WHYY** and **The Philadelphia Tribune**.



“This is the place where you will discover who you are,” Epstein said.

Students will be able to draw upon a network of 370,000 Temple **alumni** to help them with any questions they have.



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- **Engage with the Philadelphia community**
 - Community Cultural Thanksgiving, Presidential Non-Partisan Town Hall, voter registration, Community Service Coalition.
- **Engage students in conversations around campus safety**
 - Public safety committee, Flight shuttle reform, TUDPS Student Safety Advisory Board, engage with Greek Life.
- **Engage student organizations**
 - Student org roundtables, implementation of "Accessibility/DE&I Officer" role into executive boards.

Project News



- **TSG will be funding a menstrual product vending machine in the 24/7 section of Charles Library**
- **Establishing / engaging with existing academic councils within each college**
- **TSG podcast set to launch next month**
- **Community Service Coalition has filled all leadership positions**

Working with TUAA



Spirit Week:

Monday – Decades Day

Tuesday – Twin Day

Wednesday – Rep Your Org Day

Thursday – Cherry & White Day

Friday – Rep Your Favorite Sports Team Day

Daily Prizes:

Temple mugs, water bottles, hat/beanie

Final Prize:

The chosen student will have a spending limit of \$50 to select a prize from an Amazon wishlist





Other ways we work with TUAA:

- Promoting networking events on social media
- Educating student body on alumni resources
- Encouraging student organizations to engage alumni in events

Questions?

Advancement Engagement FY '25 Goals – Eliza Stasi



Guiding Principles

- Increase Alumni and Constituency Engagement
- Continued Alignment Between TUAA and Temple
- Advancing Philanthropic Efforts and Support to Temple

FY25 Priorities

- Support Made for More scholarship initiative
- Expand regional partnerships and affinity work
- Leverage data and metrics to strengthen engagement and determine strategies
- Onboard President- elect John Fry

Made for More



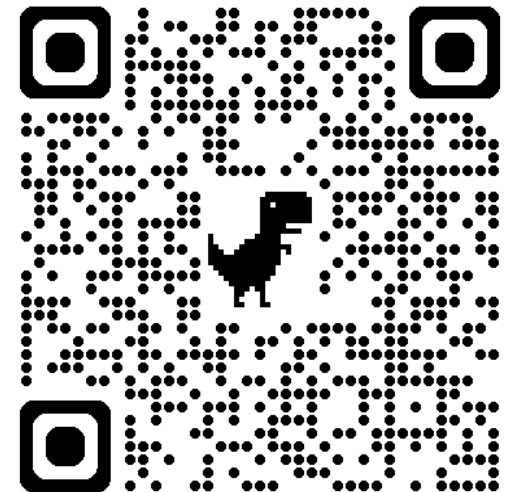
A three-year, \$125M fundraising initiative for student scholarships, ensuring current and future Owls have affordable access to a quality education.

Objectives

- Make a Temple education more affordable for current and future students.
- Raise awareness for the importance of scholarship giving at Temple.
- Increase Temple's admissions yield rate.

**MADE
FOR MORE**

Prioritizing Scholarships at Temple



Made for More- Getting to Goal



By the Numbers

- \$10.3M raised to date (\$125M goal)
- 38 new scholarship funds created (350 goal)

How to Support

- Gift size does **not** matter!
- Give to area most meaningful to you
- Encourage your network to give



[Giving.temple.edu/madeformore](https://giving.temple.edu/madeformore)

2024-28 TUAA Strategic Plan | Core Values



WHAT PERMEATES EVERYTHING WE DO

- Promote lifelong engagement among Temple students and the alumni community.
- Champion Temple's success, on Broad Street and beyond.
- *Foster a diverse, inclusive, accessible community for all.*
- Lead with purpose and innovate for the greater good of Temple University.
- Cultivate philanthropic leaders to advance Temple's mission.

<https://alumni.temple.edu/strategicplan>

2024-28 TUAA Strategic Plan | Vision and Mission



Vision – *THE DESIRED FUTURE STATE.*

A passionate global community of Owls, united by purpose and connected by pride.

Mission – *THE HIGHEST-LEVEL DESCRIPTION OF THE WORK WE DO EVERY DAY TO GET TO THE VISION.*

Inspire pride, foster connections, strengthen community, and build on our diverse experiences as Owls.

<https://alumni.temple.edu/strategicplan>



Priorities



PRIORITIES

Spirit, Pride and Celebration – **Staff:** Katie Sampson/Amanda McColgan, **Volunteers:** Beth Davis, Chris Borden

Best-In-Class Communications – **Staff:** Caitlin Seger/Katie Chapman, **Volunteers:** Binh Nguyen, Kia Johnson

Early Engagement – **Staff:** Katie Sampson, **Volunteer:** Tomas Varela

Professional and Affinity Engagement – **Staff:** Katie Sampson, **Volunteers:** Renee Pacini, Kia Johnson

Collaboration Across Units – **Staff:** Christine Brady, **Volunteers:** Andrea Swan, Amy Larovere

Advancing Philanthropy – **Staff:** Christine Brady, **Volunteer:** Chris Borden

DEI Core Value – **Staff:** Jeanine Falciani, **Volunteer:** Britt Walden



Questions?

Priority: Spirit, Pride and Celebration



Energize and mobilize alumni by honoring the traditions, accomplishments and achievements that are uniquely Temple.

NEED: Instill increased regional pride and harness the collective influence of alumni through volunteer opportunities.

INITIATIVES:

- *Homecoming and Family Weekend (more to come!)*
- New **Volunteer Interest Form!** Alumni can now easily share their interest in getting involved with campus and TUAA opportunities. alumni.temple.edu/volunteer
- New **Regional Pop-Up Event** opportunity for alumni, regardless of location, to host/plan informal pay-as-you-go events. alumni.temple.edu/alumni-pop-up

CALL TO ACTION: Encourage your networks to sign-up to volunteer for long or short-term opportunities or support a regional pop-up event.



Priority: Best in Class Communications



Foster an informed, engaged community of alumni who share stories, celebrate Temple Made achievements and learn from one another seamlessly across multiple channels and touchpoints.

COMMUNICATIONS NEED: Engage with and promote content related to Homecoming and Family Weekend to support registration efforts.

CALL TO ACTION: Register/attend events, like and comment on TUAA social media posts, share content (your own and that produced by the communications team) on personal social media channels using **#TempleHC24** and tagging **@templealumni**.

CONTENT TO SHARE

Temple Beyond News Center

- **Listicle** | [2024 Art Market at Tyler Featured Artists](#)
- **Article** | [A Temple Tradition: Homecoming and Family Weekend](#)
- **Alumni Feature** | [TUAA President, Amy Larovere: Championing Temple's Mission, One Tailgate at a Time](#)
- **Alumni Feature** | [Super Bowl to Super Chef: Rian Wallace's Rousing Culinary Journey](#)
- **Listicle** | [Alumni-Owned Businesses at Homecoming](#)
- **Alumni Feature** | [30 Under 30: Where Are They Now? Maggie Andresen's Unceasing Journey of Advocacy and Impact](#)

Homecoming and Family Weekend Website

- **Ambassador page**: show your TU spirit by utilizing resources to help you promote Homecoming on your own social media channels
- **Event promotion**: share homecoming.temple.edu to encourage friends and family to sign up for Homecoming events



Priority: Best in Class Communications



CALL TO ACTION: Register for and attend events, like and comment on TUAA social media posts, *share content (your own and that produced by the communications team) on personal social media channels using #TempleHC24 and tagging @templealumni*



kiajohnson



Looking forward to more family fun this year at Homecoming with @templealumni 🦉 #TempleHC24



binhnguyen



Almost ten years ago and I still relive this moment being on the field when we BEAT Penn State! Can't wait to cheer on our Owls and reunite with old @templealumni friends again during Homecoming Weekend. #TempleHC24



caitlinandkatie



Had the best time with @templealumni last year, can't wait for Homecoming next month 🍒 #TempleHC24

Priority: Professional & Affinity Engagement



Bring Owls together around common interests, passions and identities, creating opportunities to support professional networks and build meaningful connections across generations.

PROFESSIONAL ENGAGEMENT NEED: Engage alumni through targeted and scalable experiential and educational opportunities.

INITIATIVE:

Alumni Workplace Engagement Program

Several Philadelphia regional companies employ many Temple alumni. Temple Professional Network is identifying and creating opportunities to engage them through their workplaces.

Identified Companies: Comcast, JP Morgan Chase, Vanguard, SEI, Lockheed Martin

CALL TO ACTION: Do you know alumni working at any of these companies who might be interested to talk to us about this initiative?



Priority: Professional & Affinity Engagement



AFFINITY ENGAGEMENT NEED: Expand and enhance the portfolio of affinity, identity-based and shared-interest groups.

Upcoming Programs:

- **Temple Women's Network**
 - **Annual Brunch** | October 5
 - **Debunking Women's Health Myths** | November 21
 - **After Glow** | January 26
- **Temple University Black Alumni Alliance**
 - **Book Drive** | November 1 – 30
 - **Book Drive Happy Hour** | November 15
 - **Student and Alumni Professional Development** | February 6
 - **Bingo** | March 1

CALL TO ACTION: Promote and attend - alumni.temple.edu/events.



Priority: Collaboration Across Units



Foster an inclusive, collaborative university community, one that demonstrates the power of shared knowledge, information and resources to solve our most pressing challenges.

- **Pressing Need:** Promote universal systems supporting S/C communications, record keeping & volunteer governance, amplifying events serving multiple audiences
- **Supportive Initiative(s):** Alumni Relations Roundtable; Advancement Comms builds/sends, shared calendaring, Volunteer Governance Docs.
- **Call to Action:** Routinize processes for event communications and systems training; assist associations with governance challenges; look for opps to amplify programs serving multiple audiences



Priority: Advancing Philanthropy



Activate alumni to champion Temple's philanthropic priorities, showcasing their ability to positively impact generations of Owls.

- **Pressing Need(s):**
 - Promoting 100% Participation among Volunteers
 - Giving to Key Initiatives
- **Supportive Initiative(s):**
 - Donor stories
 - Philanthropy in Action
 - Made for More
- **Call to Action:** Give now! Diversify your giving. Develop your “elevator pitch” to fellow volunteers.

DEI Educational Series – "You Are How You Think"



This season, from October 29th through April 14th, we turn our focus to the **neuroscience of equity, bias, change, fear, and decision making**. By understanding the 'why' behind the way we think, and how our brain interprets the signals sent by our nervous systems, we are better able to relate to ourselves and others.

- October 29th 7-8 p.m.: The Neuroscience of Bias **(123 as of 9/25)**
- November 20th, 7-8 p.m.: Understanding How the Brain Processes Information **(41)**
- January 13th, 7-8 p.m.: Cognitive Awareness and Equity **(25)**
- February 19th, 7-8 p.m.: Emotional Intelligence and Cognitive Functioning **(24)**
- March 17th, 7-8 p.m.: Brain Plasticity and Learning: Adapting to Change **(25)**
- April 14th, 7-8 p.m.: Stress and the Brain: Impact on Decision Making **(25)**

More Information and Registration at <https://alumni.temple.edu/OAE25>



Priority: Early Engagement

Build the pipeline for the future through intentional engagement with prospective and current students, and young alumni, who will serve as future Temple volunteers and donors.

EARLY ENGAGEMENT NEED: Increase student awareness and understanding of the future value, impact and benefits available through a lifelong relationship with the Temple University Alumni Association.

INITIATIVES

- Successfully recruited over **30+ alumni volunteers** to assist with on-campus Admission Open House events.
- Actively recruiting regional alumni volunteers to support **fall prospective student interviews** (Chicago, Los Angeles, Houston) and spring **admitted student receptions** (DC, NJ, Lancaster, NY, Pittsburgh, FL, AT, Houston, Dallas/Ft. Worth, Chicago, LA, San Diego).

CALL TO ACTION: Support on-campus or regional admissions events and recommend interested peers for regional activities.

Student Engagement

Weeks of Welcome

Cameron Kelly

Assistant Director, Student and Young Alumni Engagement



Move-In: Mini Pennants, Big Impact



- **4,075** mini magnet pennants placed in dorms for new students **living on campus** as a welcome gift from TUAA.
- An additional **1,775** mini pennants were distributed to **off-campus/commuting students** at through targeted outreach leading up to and at other Weeks of Welcome events.
- Each pennant came with a postcard promoting TUAA, encouraging social media follows, and student involvement.
- Total pennants distributed: **5,850**.



Convocation: Cheer Pods and TSG Touchpoints



- TUAA volunteers celebrated new Owls in **Cheer Pods** as they processed to Convocation, alongside partners and the Temple University Pep Band.
 - **Special thanks to our volunteers!**
- TSG President Ray Epstein addressed the audience, **emphasizing early engagement** with TUAA and the importance of alumni resources.



Engaging Students at Temple Fest

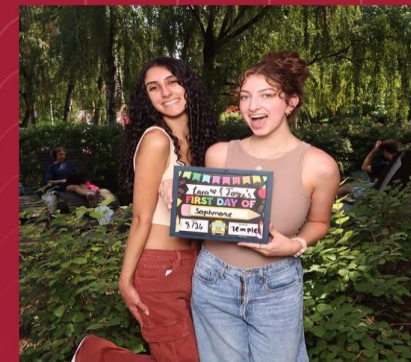


- Premier student involvement fair **featuring 350+ clubs and organizations**, showcasing Temple's offerings.
- **TUAA** sponsored a table to distribute mini magnet pennants, share information on the **Alumni Relations Student Org Grant** and recruit new members for the **Student Leadership Council**.
- Collaborated with Advancement Communications to create a **"mini mic" video** capturing student Welcome Week experiences, gaining nearly 10,000 views on social media.



First Day of School Photos

- Partnered with **New Students and Family Programs (NSFP)** for a "First Day of School" photo event at O'Connor Plaza, attracting **nearly 400 participants**.
- Students received TUAA informational postcards and mini pennants, encouraged to follow us on social media.



Commuter Connections



- Partnered with **New Students and Family Programs (NSFP)** for Commuter Connections, to engage **80 commuter students** in the commuter lounge.
- ✦ TUAA provided snacks, informational postcards and mini pennants.
- ✦ Student Leadership Council attended to connect with their peers.



Student Leadership Council Growth



- The Student Leadership Council (SLC) is made up of student organization leaders who collaborate with Alumni Relations to share **insights on student interests and engagement strategies**, while identifying **partnership opportunities** with TUAA. The SLC enhances the student experience, raises awareness of TUAA, fosters student-to-alumni connections, and promotes diverse perspectives in TUAA student-focused initiatives. Members serve as advocates for TUAA, helping to expand its reach and support key strategic priorities.
- Council membership grew from **8 to 24 members** since last fiscal year.



Questions?

Volunteer Governance Documents Reminder



Purpose:

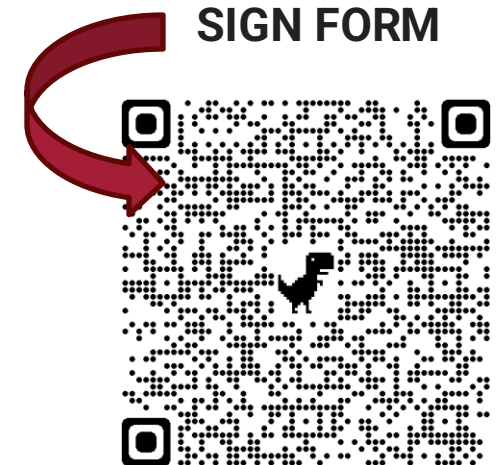
- Elevating and modernizing Temple University's alumni engagement efforts.
- Equip dedicated volunteer leaders with the tools to define volunteer and conduct expectations.
- Offer clear protocols for addressing potential governance challenges.

Uphold Temple Policies & Guidelines:

Temple views alumni volunteers as representatives of Temple, and thus many of its established policies should apply to volunteer roles.

- Volunteer Code of Conduct and Social Media Standards
- Confidentiality Agreement and Data Sharing Guidelines
- Conflict of Interest Policy
- Multimedia Image and Consent and Release

Sign Volunteer Acknowledgement of Roles and Responsibilities form:



Homecoming Week – October 14-19



Featured Events & Programs:

- **NY Jack Carton Virtual Film Screening** | Tuesday, 10/15, 7pm
- **Speed Networking with 30 Under 30** | Wednesday, 10/16, 7pm @ Mitten Hall
- **Philanthropy in Action** | Thursday, 10/17, 5:30-7:30pm @ O'Connor Plaza
- **Homecoming Pep Rally** | Friday, 10/18, 12:30pm @ Liacouras Walk
- **Art Market at Tyler** | Friday, 10/18, Noon – 7pm @ Tyler School of Art & Architecture
- **Family Social** | Friday, 10/18, 3-5pm @ Charles Library Terrace
- **Crafts & Drafts Happy Hour** | Friday, 10/18, 5-6:30pm @ Tyler School of Art & Architecture
- **Boyer Mosaic Concert** | Friday, 10/18, 7:30pm @ TPAC
- **Athletics Hall of Fame Dinner (invite only)** | Friday, 10/18 @ Liacouras Center
- **Tailgate Village & Temple Fan Tailgate** | Saturday 10/19 @ LFF K lot 3.5 hrs before kickoff
- **Homecoming Football Game - Owls vs. Tulsa** | Saturday 10/19 TBD @ LFF
- **Full Schedule** | homecoming.temple.edu



Fall Events



OCTOBER

- TUBAA Book Drive | October 1 – December 1
- Temple Women's Network Brunch | October 5
- Homecoming & Family Weekend | October 14 – 20th
- TPN Job Search Accelerator | October 25
- Owls are Everyone: The Neuroscience of Bias | October 29

NOVEMBER

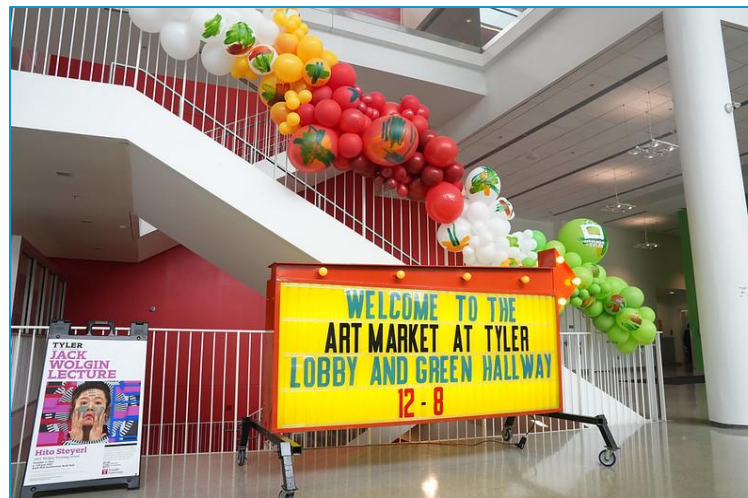
- TUBAA Book Drive | October 1 – December 1
- TUBAA Book Drive Happy Hour | November 15
- South Florida Alumni Pop Up Game Watch: Temple Football vs. FAU | November 16
- Temple Fan Tailgate: Temple Football vs. FAU | November 16
- TWN: Debunking Women's Health Myths | *TBD – new date coming soon! (prev. 11/21)*
- Owls are Everyone: Understanding the Brain and How We Process Stimuli | November 20
- Welcome Reception for President John Fry | November 21
- Temple Fan Tailgate: Temple Football vs. North Texas | November 30



Homecoming Promotion



- Assist Homecoming Task Force by promoting Homecoming and Family Weekend – October 14-19!
- Peer to peer outreach works best! Share posts on your personal social platforms.
 - Personal photos and anecdotes from past Homecomings
 - Don't have your own photos or need some inspiration? Check out the [ambassador guide on our Homecoming website](#).
- Tag @templealumni and use #TempleHC24.
- Include homecoming.temple.edu in your posts.



Volunteer Roles



Homecoming

- **Family Social** | Friday, 10/18, 3-5pm @ Charles Library Terrace
 - Kick off Family Weekend by supporting the Family Social. The TUAA will have an info table.
 - Volunteer Opportunities: Greet attendees who visit TUAA table, promote the TUAA, mingle with Temple Parents
- **Tailgate Village & Temple Fan Tailgate** | Saturday 10/19 TBD @ LFF K lot
 - The biggest tailgate of the year! With participation from all 17 schools and colleges, and over 40 Temple tents, there's something for every Owl.
 - Volunteer Opportunities: Directional support, line assistance, registration, staffing tents and information table

Admissions

- **Open Houses**
- Alumni volunteers are needed to help welcome visitors to campus, provide directional support & interact with students and families please [fill out this form](#) to sign up for open days and shifts.
- **Dates:** Sun. Oct 6, Sat, Oct 26, Sun, Nov 10, Sat Dec 7, Sat Jan 25



