



TRINITY UNIVERSITY

Effective Boards

GOALS

Chapter goals should promote current Trinity activities, achievements, and ambitions to alumni; facilitate communications between Trinity and alumni; represent Trinity through chapter activities and communications; and promote alumni engagement.

As the board develops goals for the chapter:

1. Link Chapter goals to Trinity Tomorrow goals
 - Promote learning opportunities in events and sharing information about University presentations
 - Develop a culture of student, new graduate, and young alumni engagement
 - Understand the importance of alumni giving
 - Promote the creation of experiential learning opportunities by the alumni community
2. Link Chapter Goals to National Alumni Board goals
 - Focus on first time participation
 - Promote diversity: class year, degrees, experiences
 - Events and gatherings
 - Board participation
 - Promote Alumni Weekend by bringing it to the Chapter
3. Reflect local and University culture and traditions as well as local interests and industries in alumni events and networking.

BOARD MEMBERSHIP

Create Successful Board members with Planned Board Recruitment

- Determine future direction of the Board; analyze current Board membership for strengths and weaknesses
- Build a Board that supports the needs of the local chapter as well as Trinity
- Seek Board members that represent various backgrounds:
 - Trinity experiences and degrees
 - Work experiences and skills
 - Ages and life experiences

Create Satisfied Board members

- Share the mission of the Alumni Association:
 - Promote life-long relationships between and among alumni and the University*
 - Encourage alumni involvement in the support and promotion of Trinity University*
- Create and communicate Chapter goals and strategies.
- Provide opportunities to Increase knowledge of Trinity University today and enhance ability to be an advocate for the University to other alumni.
- Remember everyone is a volunteer on a Chapter Board.
 - Be professional, gracious, and recognize the time everyone gives.

- Showing appreciation and thanks, in a public setting and in private, is an effective recognition.
- Celebrate successes.
- Review expectations with prospective members
 - Job Description
 - Attendance and time commitments
 - Responsibilities between meetings

Board Succession: Recruitment is a continuous process.

- Involve current Board members in the process
 - Seek recommendations for potential new Board members
- Talk about the Board, its work, and opportunities with alumni at events
- Reach out to alumni and ask them to join the board
 - New graduates
 - Alumni new to the area
 - Alumni that have never participated before
- Be a good role model through attendance, support, and enthusiasm that will inspire new Board members

Board Roles

| Roles | Job Description | Skills |
|-------------------------|--|--|
| Chapter President | Guides chapter goal setting and resultant activities; oversees responsibilities of volunteers; primary liaison with Alumni Relations office; ex-officio NAB member | Strategic thinker Good communication and delegation skills |
| Chapter President Elect | Observes and supports Chapter President to facilitate leadership succession | Strategic thinker Good communication and delegation skills |
| Young Alumni Chair | Create network for alumni of the last 15 years to promote participation and communication May be responsible for activity focused solely on young alumni | Communication and networking skills Organizational skills for activity planning |
| Communications Chair | Support chapter communications using email, FaceBook, or other tools | Communication skills and experience |
| Recruitment Chair | Connect interested alumni to admissions events; liaison to Office of Admissions. | Communication skills Strong interest in recruiting new students |
| Career Chair | Primary contact person for alumni or students seeking career, networking, or internship assistance; liaison to Office of Career Services | Communication skills Strong interest in networking |
| Event Chairs | Plan and organize alumni events | Organizational and communication skills |

MEETINGS

- Effective meetings stay on topic, run the scheduled time (or less), and leave participants feeling that things were accomplished.
- Face-to-face meetings allow participants to recognize the body language as part of the communications. They are also more likely to be hijacked by off-topic conversations and late starts. However, it can be difficult to get all chapter leaders together at the same time. Conference calls are an option that can be supported by the Office of Alumni Relations. The meeting leader needs to reach out to participants to make sure that all ideas, thoughts, and opinions are considered.

- A combination of face-to-face and conference call is practical when not everyone can attend but has the negatives of both formats. The meeting leader needs to thoughtfully seek out responses from all participants.
- Email is quick, easy to organize and can reach many people at the same time. However, it's a conversation without the advantages of body language (signals can get crossed easily and emoticons only go so far).
- Virtual meeting software also provides alternatives.

COMMUNICATIONS WITH ALUMNI

Personal contacts

- Several chapters have had success with a phone call to invite alumni that have never attended an event.
- Email to all alumni in a chapter can be facilitated by the Office of Alumni Relations. However, board members are able to reach out to smaller groups of alumni using their personal email.

Group contacts

- The chapter board can post to its Facebook page as well as the Office of Alumni Relations.
- The Communication chair is encouraged to explore other social media for communications.