



## Auburn Alumni Association Board of Director Expectations

As the elected alumni leaders, the Auburn Alumni Association board of directors provide strategic leadership for the association and fulfill a variety of expectations, including philanthropic support, active board participation, and the advancement of the revenue generation pipeline. The purpose of this document is to clearly outline these expectations for a common understanding for both current and prospective board members.

### **Participation Expectations**

Board members of the Auburn Alumni Association are volunteers and with the honor to serve also comes the expectation of active engagement and commitment to advancing the mission to engage Auburn alumni to the university. Therefore, members of the board of directors are expected to actively participate in all board activities, including board meetings, board calls, committee meetings and programming carried out by the Alumni Association. Each board member is expected to:

- Miss no more than 3 board meetings during his/her 4-year term
- Miss no more than 8 board calls during his/her 4-year term
- Participate on at least 2 committees each year during his/her 4-year term
- Actively engage with your assigned Auburn Clubs
- Attend Alumni Association sponsored events as often as possible e.g., Lifetime Achievement Awards, Club Leadership Conference, Commencement, etc.

### **Philanthropic Expectations**

Each director is required to become a Circle of Excellence Society member and make annual gifts to this program for the duration of their term. This giving society is unique to the Auburn Alumni Association and invites Life Members to provide support to the Auburn Alumni Association Endowed Scholarship. This scholarship program was established for eligible children of life members of the Auburn Alumni Association. Board members are expected to at least give at the Orange level\* (\$1,000 - \$2,499, plus at least \$100 annually). The Circle of Excellence annual gifts will also be counted towards Sustaining Life Membership which was established in 2017.

In addition to becoming Circle of Excellence members and making annual gifts as noted above, Auburn Alumni Association board of directors may wish to provide philanthropic support to the following alumni association related scholarships and initiatives, including but not limited to the following; however, donations to these initiatives are voluntary and at the discretion of the board member.



- Alumni Professorship Endowment
- Auburn Club Scholarship Endowments
- Golden Eagles Scholarship Endowment
- Josetta Brittain Matthews Memorial Scholarship Endowment
- PLUS (Franklin) Scholarship
- Student Alumni Association Scholarship
- Tiger Giving Day
- Veterans Scholarship Endowment

\*Other giving levels are Orange & Blue level (\$2,500 - \$4,999, plus at least \$250 annually) and Diamond (\$5,000, plus at least \$500 annually).

### **Revenue Generation Expectations**

Auburn Alumni Association Board of Directors are encouraged to actively assist with revenue generation activities to support the alumni association via sponsorships. Sponsorships assist the association with building its capacity to offer robust and engaging programs and services to our alumni and friends. Therefore, board members are encouraged to be a conduit for sponsorship solicitation to the corporations and/or other organizations with which they are affiliated or have relationships. Each board member is expected to bring at least one lead for revenue generation. This may include in-kind, product and services as well as monetary donations.

### **Additional best practices**

#### **Athletics**

As an invested alumnus, you may enjoy personal relationships with Auburn Athletics and Auburn Clubs may seek your assistance in requesting head/assistant coaches and/or VIPs to speak and/or Aubie for appearances at Auburn Club meetings. It is requested that all related requests be routed through the Auburn Clubs' coordinators. This helps to streamline requests, mitigate confusion and maintain a positive partnership between the association and athletics.

#### **Communications**

In your role, you may be contacted by fellow alumni or the media regarding Auburn Alumni Association and Auburn University topics and asked for a quote or to be interviewed. In order to provide consistent messaging, you are asked to forward these requests to the Executive Director of the association for an official response. Additionally, it is requested that you not respond to or engage in any social media exchanges as a board member. This will help protect you as an individual and ensure consistent messaging through official channels.