This charter outlines the purpose, duties and functions for the Steering Committee, the Host Committee and the Planning Committee during the planning, execution and conclusion phases of the ASU Celebration of Leadership.
STRATEGIC PURPOSE
The Arizona State University Celebration of Leadership will run from Fall 2017 to Spring 2018 to promote and celebrate the achievements of ASU on the forefront of the study and development of multi-generational leadership. Originating within the Leadership Scholarship Program Alumni Chapter of the ASU Alumni Association, the ASU Celebration of Leadership coincides with the 40th Anniversary of the ASU Leadership Scholarship Program. The Celebration of Leadership will be a university-wide initiative garnering support from leadership-focused clubs and organizations, the broad ASU Alumni community and the ASU community at large. The Celebration of Leadership will be supported by a year-long series of leadership-focused events and a fundraising campaign to endow a leadership-focused position within the ASU Alumni Association.

The ASU Celebration of Leadership Steering Committee is comprised of members of the ASU Leadership Scholarship Program Alumni Chapter and other ASU community stakeholders. The Steering Committee will lead and direct the ASU Celebration of Leadership with support from key alumni and community partners, working jointly with Arizona State University and its entities, to plan, design and deliver Celebration of Leadership events. The Steering Committee will ensure the appropriate composition of the two primary committees, the Host Committee and the Planning Committee.

PRIMARY FUNCTIONS
The primary function of the Steering Committee is to take responsibility for the vision, feasibility, business case, and the achievement of objectives for the ASU Celebration of Leadership. The Steering Committee will monitor and review the project status, as well as provide oversight of the project deliverables. The Steering Committee will oversee the development of two primary committees critical to the success of the ASU Celebration of Leadership: the Host Committee and the Planning Committee.
Steering Committee

The Steering Committee provides a stabilizing influence so concepts and initiatives are established and aligned with the ASU Celebration of Leadership vision. The Steering Committee provides insight on long-term strategies in support of ASU Celebration of Leadership objectives. Members of the Steering Committee ensure objectives are being adequately addressed and the project remains under control. In practice these responsibilities are carried out by performing the following functions:

- Monitoring and review of the Celebration of Leadership project at regular Steering Committee meetings;
- Maintaining relations with key stakeholders, including ASU Administration, the ASU Alumni Association and the ASU Foundation;
- Controlling project scope as emergent issues force changes to be considered, ensuring that scope aligns with the agreed requirements of project sponsors and key stakeholder groups;
- Resolving project conflicts and disputes, reconciling differences of opinion and approach;
- Reviewing and accepting project proposals and deliverables from the Host Committee and Planning Committee;
- Providing assistance to the project when required;
- As often as possible, attending meetings of the Host Committee and Planning Committee.

Host Committee

The Host Committee publicly represents the ASU Celebration of Leadership and its events and initiatives to the outside community. The Host Committee will be comprised of recognized dignitaries, particularly in areas related to leadership. Members of the Host Committee will be recognized as hosts and key supporters at ASU Celebration of Leadership events and are encouraged to generate interest and attendance through their networks and contacts. The Host Committee will help develop and execute fundraising objectives to support the ASU Celebration of Leadership. In practice these responsibilities are carried out by performing the following functions:
• Helping to refine and communicate the vision and objectives of the ASU Celebration of Leadership;
• Promoting the ASU Celebration of Leadership within personal and professional networks to garner additional support and participation;
• Developing and supporting objectives related to fundraising and permanent establishment of ASU Celebration of Leadership endowments and monuments;
• Supporting ASU Celebration of Leadership events by attending, being publicly recognized as hosts and inviting others to attend;
• Attending quarterly meetings via teleconference or in-person;
• Providing assistance to the ASU Celebration of Leadership when requested, for example, introducing the Planning Committee to a desired speaker or presenter on leadership.

Planning Committee

The Planning Committee will plan, coordinate, lead and support all events and activities related to the ASU Celebration of Leadership. The Planning Committee will work closely with the Steering Committee to execute the vision and objectives of the ASU Celebration of Leadership. The Planning Committee will be comprised of members of the ASU Leadership Scholarship Program Alumni Chapter, the ASU Alumni Association, ASU staff and representatives of other ASU leadership-focused organizations and alumni chapters.

The Planning Committee will oversee the development and delivery of a year-long series of events centered around leadership themes. The series of events may include, but is not limited to, a speaker series, faculty lectures, awards/recognition, educational events, social events and private receptions. The Planning Committee will coordinate among leadership-focused groups within the ASU Community to have a notable presence within ASU Homecoming, ASU Founders Day, ASU Cares, Pat’s Run and other relevant ASU showcase events. In practice these responsibilities are carried out by performing the following functions:

• Helping to achieve and communicate the vision and objectives of the ASU Celebration of Leadership;
• Designing, promoting and executing a series of events supporting the ASU Celebration of Leadership between Fall 2017 and Spring 2018;
• Reporting progress to Steering Committee to ensure objectives are being adequately addressed and the events remain on track and under control;
• Communicate and connect with members of the Leadership Scholarship Program Alumni, ASU Alumni Association and chapters, and members of the ASU and local community to garner interest and support in ASU Celebration of Leadership events;
• Promoting the ASU Celebration of Leadership within personal and professional networks to garner additional support and participation;
• Attending quarterly/monthly meetings via teleconference or in person
• Performing wrap-up and post-event debrief activities at the conclusion of events and the ASU Celebration of Leadership (Spring/Summer 2018).
APPROVAL RESPONSIBILITIES

The Steering Committee will be accountable to the executive sponsors of the ASU Celebration of Leadership, including representatives of the ASU Administration, the ASU Alumni Association and the ASU Foundation. The Steering Committee is responsible for approving major Celebration of Leadership project elements such as:

- Prioritization of project objectives and outcomes;
- Deliverables as identified in the project Scope Statement;
- Budget, ensuring that effort, expenditures and changes are appropriate to stakeholder expectations;
- Schedule and milestones;
- Risk management strategies, ensuring that strategies to address potential threats to the success of the Celebration of Leadership have been identified, estimated and approved, and that the threats are regularly re-assessed;
- Project management and quality assurance practices.

APPENDICES

ASU Celebration of Leadership Key Stakeholders

The following parties represent the key stakeholders for the ASU Celebration of Leadership. This list should be updated throughout the project as appropriate. These parties must be kept apprised of the ASU Celebration of Leadership through regular progress updates:

- Dr. Christine K. Wilkinson, Senior Vice President of Arizona State University
- Dr. James Rund
- ASU Foundation
- ASU Alumni Association
- ASU Leadership Scholarship Program Alumni Chapter
ASU Celebration of Leadership Proposed Events Timeline
[DRAFT under development]

The following represents a working high-level timeline for ASU Celebration of Leadership events. This timeline should be updated throughout the project as appropriate.

General LSP Alumni Calendar of Events (Fall 2017/Spring 2018)

Taking a look at what our responsibilities would be that year as an LSP Alumni Chapter, possible LSP 40th Anniversary series of signature events branded with in RED.

Late August:
- Dr. W’s Picnic (Non 40th (promote events to students))

September:
- Retreat (Non 40th)
- **CELEBRATION OF LEADERSHIP AND SERVICE KICKOFF EVENT**
  - (FOR HOST COMMITTEE/PLANNING COMMITTEE/STUDENT VOLUNTEERS/KEY STAKEHOLDERS)?

October:
- Homecoming
  - Recognize 40th through weekend, ex. Package for alums to purchase 40th polo to wear Friday, 40th t-shirt on Saturday, LSP tables at Legends Luncheon (LSP sponsored or individual tix as part of package), registration fee for Homecoming Reception, game tickets together, intro on field of members of original 5 classes (1977-1982), students make parade float in honor of 40th anniversary, post-game meet up
    - **These are not official “Celebration of Leadership and Service” Events because these are things that we already do and that have been traditionally exclusively LSP only. But we will use this time to make our presence known and increase awareness for the series.

November/December/January: **LOOKING FOR SERVICE EVENT (ONGOING/ONE-TIME) CLOTHING DRIVE, FOOD DRIVE, AWARENESS CAMPAIGN, ETC. COULD BE HOLIDAY THEMED?**

February/March: Career Night + ASU Cares (combine concepts for project).

March: Founder’s Day- **POSSIBLE EVENT IN CONJUNCTION TO THIS, SEE #4 DETAILS BELOW**

April: **WINE TASTING, PAT’S RUN, SENIOR BANQUET- POSSIBLE SPIN OFF EVENT IN CONJUNCTION WITH THIS WOULD BE A TEDX EVENT, SEE #5 BELOW.**

May/June/July: Graduation, Board Retreat
Series of Events- our recommendations

1. Kick-Off – Rally The Troops Event (Host Committee/Planning Committee): Donations accepted for scholarship/alumni chair; sell promotional items to raise money for series of events
2. Service Projects –
   a. possible ongoing service project for November-January
   b. come up with LSP owned project for ASU Cares, use established event to cross-promote, bring in community to serve
3. Founder’s Celebration (Looking to Future) – fundraiser with keynote speaker or lecture– invite corporate sponsors, host committee, alum tables – raise money for alumni chair and scholarship
4. Ted X Event–
   a. Ted X – secure speakers from community – “Leadership” theme. Fits in well with leadership and service themes with Pat’s Run
   b. LSP 40th Team for Pat’s Run – wear t-shirts from homecoming

Miscellaneous

• 2016 Promotional brochure/flyer with skeleton timeline of history of LSP would be helpful, kind of like what you see in a museum with short snippets of information and maybe some photos and bright colors
  o Skeleton outline of Celebration of Leadership and Service Events
  o 2nd brochure with host committee/planning committee names and tiers of sponsors
• 2016 promotional items to create excitement, ex: commemorative pins (“LSP40”) (designation for sponsor/donor), polo shirts?
ASU Celebration of Leadership Proposed Logos

This section will contain images of proposed logos for the ASU Celebration of Leadership. Each of these logos should be marked as it progresses from design/proposal to review stages and ultimately to approval (or denial) by appropriate authorities.

ASU Celebration of Leadership Proposed Host Committee Meeting Schedule

The following is a proposed meeting schedule for Host Committee members. Meetings would be held at noon on the 2nd Thursday of the first month of the quarter. There will be 10 Host Committee meetings in total, including the Celebration of Leadership Host Committee debrief meeting in July 2018. This schedule should be updated as appropriate based on the needs of the Host Committee membership.

- Thursday, April 14, 2016 – 12pm
- Thursday, July 14, 2016 – 12pm
- Thursday, October 13, 2016 – 12pm
- Thursday, January 12, 2017 – 12pm
- Thursday, April 13, 2017 – 12pm
- Thursday, July 13, 2017 – 12pm
- Thursday, October 12, 2017 – 12pm
- Thursday, January 11, 2018 – 12pm
- Thursday, April 12, 2018 – 12pm
- Thursday, July 12, 2018 – 12pm