ASU Alumni Association
Committee on Alumni Constituencies
April 2008

ASU Alumni Association Mission
The purpose of the ASU Alumni Association is to serve and unite all alumni, and create a stronger alumni and university community.

Strategic Goals of the Association
1. Honoring Traditions
2. Enhancing the Alumni Experience
3. Advancing the University
4. Strengthening the Organization
5. Increasing Membership

Strategic Purposes of the Committee for Alumni Constituencies
The Committee for Alumni Constituencies (CAC) serves as a mechanism to promote and enhance the engagement of alumni through a network of organized groups that advance the mission and strategic goals of the ASU Alumni Association and the University. Affiliates of the constituent group network serve as Ambassadors for ASU and the Alumni Association and support the recruitment of ASU Alumni Association members. The CAC offers a forum for participation in university traditions and discussion of best practices in alumni leadership development, diversification of program initiatives, effective communications, scholarship development, and membership growth.

Structure
- One CAC representative is selected by each chapter and club on an annual basis at the time that the chapter board and officers are selected. At the chapter level, the representative must be a member of the chapter’s board of directors and selected in accordance with the chapter’s bylaws. This position may, but need not be, designated as a separate, distinct member of the chapter board. Club representatives may be the club president or other designated active club participant, pledged to uphold the purpose of the club as reflected in its letter of intent.

- Other chapter, club and Sun Devil Connection representatives are encouraged to participate in each CAC meeting.

- The CAC meets three (3) times per year via teleconference or in-person (June, August and January). In addition, the ASUAA holds
two (2) leadership forums per year on one of the ASU campuses (Homecoming and Senior Week).

- In accordance with the bylaws of the ASU Alumni Association, the chair-elect of the ASUAA Board of Directors serves as the Chair of the CAC. The Chair participates in all meetings and leadership forums. Other members of the ASUAA Board of Directors and members of the Alumni Council may attend these meetings and are encouraged to participate in leadership forums.

- The Chair presents an update from the ASUAA Board of Directors and Alumni Council at each CAC teleconference session.

- Minutes from CAC meetings are posted to the Online Toolkit on the ASU Alumni Association website and distributed to the Board of Directors.

- By vote of its appointed representatives, one CAC member serves on the ASUAA’s Board Development Committee which has oversight over the nomination of members of the ASU Alumni Association Board of Directors. The CAC member must be selected from among the designated chapter representatives.

Tasks and Duties
The CAC shall:
- Support and promote all ASUAA Board policies, including those for Chapters, Clubs and Sun Devil Connections and Constituent Group Communications;
- Recommend constituent group policies to the ASUAA Board through its Chair;
- Recommend approval of new chapters or clubs or changes in constituent group status;
- Support constituent group network accountabilities for advancing the university and the Association through membership growth and scholarship development;
- Support student recruitment and retention through Alumni Ambassador initiatives;
- Assist the constituent group network with integration of new ASUAA program initiatives (e.g., Greek Outreach, Career Services, etc.)
- Offer feedback on the development and implementation of effective strategies for the creation, placement and sustainability
of the constituent group network as recommended by ASUAA staff;
- Provide mentoring and support of new and struggling constituent groups;
- Share and promote best practices in alumni volunteer recruitment, retention and management;
- Expand awareness of diverse programming initiatives consistent with the Chapter Programming Model;
- Periodically review constituent communications resources and effectiveness and make recommendations to ASUAA staff;
- Assist with planning, facilitating and evaluating leadership forums and other constituent group learning initiatives.

ASUAA Staff shall:
- Provide regular progress reports at each session on membership, program participation and development and growth of the constituent group network;
- Provide progress updates on department volunteer recruitment efforts and goals for the network;
- Review Alumni Ambassador opportunities;
- Facilitate discussion of communications effectiveness, challenges, and technology best practices;
- Coordinate logistics, program planning and evaluation for leadership forums and constituent group learning initiatives.

Desired Outcomes
- Demonstrated impact on the growth of ASUAA dues-paying membership through constituent group initiatives;
- Growth in alumni participation in constituent group programs, volunteer recruitment and leadership succession planning;
- Annual program participation goals set and met for chapter board membership;
- Annual goals set and met for re-energizing chapters;
- Ongoing and effective communications resources and outreach for all chapters, clubs and Sun Devil Connections;
- Increased participation in Alumni Ambassador program;
- Increased number of chapter scholarship awards;
- Expanded participation in leadership development initiatives of the ASUAA;
- Strategic, sustainable growth of the constituent group network with planning for global Sun Devil Connection initiatives.