

# ALUMNI BOARD

GUIDEBOOK



UNIVERSITY  
OF MIAMI

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## WELCOME

Welcome to the University of Miami Alumni Board of Directors, and thank you for your advocacy and leadership. We appreciate your volunteer service and know your leadership involvement will help accelerate the University's mission to transform lives through education, research, innovation, and service.

You are an essential advocate for the University, and your involvement is critical in building awareness about the institution's priorities, creating a culture of philanthropy amongst its alumni base, and forging partnerships that advance the University's mission.

The information provided in this guidebook will provide an overview of director's responsibilities and the necessary tools to be an active board member.

## ABOUT THE ALUMNI ASSOCIATION

Founded in 1930, the University of Miami Alumni Association (Alumni Association) is *YOUR CONNECTION TO THE U* and to more than 189,600 living alumni. Governed by a volunteer board of directors, the Alumni Association is committed to encouraging lifelong education, providing quality services and programming, and assisting in the continued development and enhancement of the University of Miami. The Alumni Association is a non-dues-based membership association. Active alumni members are encouraged to make a yearly financial contribution to the University.

## MISSION

The mission of the University of Miami Alumni Association is to establish and enhance a mutually beneficial and enduring relationship between the University of Miami, its alumni, and current and future students. We shall work to promote the excellence of the University of Miami by serving as ambassadors and encouraging involvement and volunteerism, fostering love, respect, and pride in the University; and obtaining support, communicating the message, and furthering the overall mission of our alma mater.

## **ALUMNI BOARD OF DIRECTORS**

The Alumni Board of Directors of the University of Miami Alumni Association is the governing body for the Association and all living alumni of the University of Miami. Service on the Alumni Board of Directors is on a volunteer basis and demonstrates the highest level of commitment from our alumni community. Members are ambassadors for the University of Miami and critical leaders in helping the Alumni Association implement strategic initiatives.

Alumni Board positions include a nine-member executive committee, three alumni trustees, 22 directors, two student representatives, up to three faculty representatives, and 25 living past presidents of the Alumni Association.

The Alumni Association serves under the support of the University of Miami Division of Development and Alumni Relations.

## **ALUMNI BOARD OF DIRECTORS LEADERSHIP STRUCTURE**

The Alumni Board of Directors is volunteer-driven and led by an Executive Committee. The President, President-Elect, and Immediate Past President each serve a two-year term. They may be re-nominated for one additional term of office, serving a maximum of two consecutive terms. Each Vice President serves a one-year term and is limited to a maximum of three consecutive terms in office. The Nomination Committee is responsible for nominating the annual slate of directors and officers each year.

*Please refer to page 6 for full Board leadership responsibilities.*

# 2021-2022 ALUMNI BOARD OF DIRECTORS

## EXECUTIVE COMMITTEE

Devang B. Desai, A.B. '97, J.D. '03, President  
Kourtney Gibson, B.B.A. '03, Immediate Past President  
Maribel Wadsworth, B.S.C. '93, President-Elect  
Allison Gillespie, B.A.M. '91, M.S.Ed. '95, M.S. '03  
Bill J. Fisse, B.B.A. '75, M.B.A. '77, Vice President  
Shannon K. High-Bassalik, B.S.C. '88  
Chris Lomax, B.M. '05, J.D. '08, Vice President  
Darren Dupriest, B.B.A. '91, Vice President  
Liza Winkeljohn, Executive Director

## ALUMNI TRUSTEES

Christopher Chen, B.S. '97, M.D. '00  
Carolyn Lamm, J.D. '73  
Alice Vilma, BBA '99

## DIRECTORS

Joshua Cohen, A.B. '96  
Jose Hernandez-Solaun, M.B.A. '06  
Marilu Marshall, B.B.A. '66, JD '69  
Daniel Carvajal, B.B.A. '08  
Lissette Gonzalez, B.A.M. '01  
Felicia Hale, BBA '00  
Marc Risser, B.B.A. '93  
Doug Weiser, A.B. '78, J.D. '82  
David Mullings, BS '00, MBA '03  
Nilesh Parikh, B.B.A. '06  
Preston Clark, J.D. '08  
Tom Juhase, M.B.A. '89  
Jodan Ledford, M.S. '05  
Bryan Lewis, M.B.A. '04

## **DIRECTORS (CONTINUED)**

Mark Raymond, J.D. '83

John Ruzich, B.S.C. '96

Juliana Wheeler, A.B. '92

Mike Guilford, J.D. '85

Lissette Exposito, B.S.N. '86

Roberto Palenzuela, B.B.A. '84, J.D. '88

Robert D. Ruben, J.D. '84

## **FACULTY REPRESENTATIVES**

Christian Diez, B.S. '00, M.D. '04, M.B.A. '12

Xavier I. Cortada, A.B. '86, J.D. '91, M.P.A. '91

Debbie Anglade, M.S.N. '10, Ph.D. '14

## **YOUNG ALUMNI REPRESENTATIVE**

McKenzie Green

## **STUDENT REPRESENTATIVE**

Landon Coles, President, Student Government

Kelly M. Malloy, President, Student Bar Association

Henry A. Olano, President, Miller School of Medicine Student Government

Emma F. Pontes, President, Marine Science Graduate Student Organization

Jose A. Fernandez Calvo, President, Graduate Student Association

# ALUMNI BOARD OF DIRECTORS RESPONSIBILITIES

Directors are ambassadors for the University of Miami and critical leaders in helping the Alumni Association implement the University's strategic initiatives by actively engaging in four key pillars: Lead, Give, Connect, Engage.

Expectations for members of the Alumni Board of Directors:

## LEAD

- Support engagement efforts within local 'Canes Communities by attending gatherings and mentoring regional alumni leaders.
- Promote strategic University and Alumni Association programs and initiatives.
- Act as a liaison and initiate engagement between the 'Canes Community and the University.
- Foster a culture of engagement and philanthropy by promoting University programs and annual fund solicitations through social media feeds.
- Help to develop a pipeline of emerging Alumni leaders.

## GIVE

- Support the University of Miami philanthropically by donating a recommended annual contribution.
- Endeavor to increase your giving by making a multiyear pledge or planned gift to establish a permanent legacy.
- Help to secure resources that will ensure the continuing success of the University.
- Serve as a host or sponsor for University gatherings on campus and across the country to receive gift-in-kind recognition from the University.
- Purchase a University license plate for your vehicle(s), if applicable. License plates are available in Florida, Georgia, and Maryland.

## CONNECT

- Be an active ambassador and advocate of the University Alumni Association.
- Assist in developing strong relationships with the Alumni in your region.
- Introduce the University to potential alumni who are not engaged or giving to the U.
- Nominate candidates for volunteer leadership positions within the Alumni Board, as well as the Alumni Awards Ceremony.

## ENGAGE

- Attend and participate in regularly scheduled Alumni Board of Directors meetings (typically three meetings per year for a ½ day each).
- Promote Hire a 'Cane program and provide internships and job placement opportunities for students and alumni.
- Mentor students.

## BOARD MEMBER IMPACT PLAN

To fully evaluate the collective contribution and impact of the Alumni Board, the University of Miami has created an Impact Plan form. These plans are customizable and tailored to each Director's annual outreach strategy. The impact plans are designed to provide a framework to showcase the specific ways in which you will help the Alumni Board meet its goals. To start working on your impact plan, visit [bit.ly/umaaimpactplan](https://bit.ly/umaaimpactplan), or open your phone camera and scan the QR code.



## VOLUNTEER COMPACT

As our top ambassadors, Directors on the University of Miami Alumni Board are asked to foster a culture of philanthropy amongst our greater alumni population. For instance, educating others on the importance of giving back annually is an essential metric in our overall success and impacts the University's U.S. News & World Report rankings. Additionally, the philanthropic support of our donors propels the University forward and enhances our ability to transform lives through education, research, innovation, and service. To showcase the various ways one can, give to the University, we have included detailed information ranging from outright gifts to detailed estate planning on page 19.



## **WAYS TO GIVE**

Our goal is to empower the Alumni Board of Directors to become the University's most influential advocates in creating a deep-rooted culture of philanthropy across our alumni base. Developing a robust peer-to-peer engagement and fundraising machine can exponentially accelerate the University's success. We ask that as directors on the Alumni Board, you intentionally work to increase the University's reach by developing relationships between the University and your network. For additional information about how you can help, please refer to page 20.

## **PEER-TO-PEER STRATEGIC ENGAGEMENT**

A donor's confidence and trust in the University are built over time. Peer-to-Peer Strategic Engagement accelerates this relationship-building process. As a peer, you may already know or could more easily gain knowledge about an individual's passions and philanthropic interests than a Development Officer or a Dean.

Your ability to tap into a diverse network and expand the University's reach can increase philanthropic giving and allow the University to reach a new pool of donors that might have been otherwise inaccessible. On page 24, you can learn how to implement this Peer-to-Peer Strategic Engagement model.

## **ALUMNI BOARD ONBOARDING EXPERIENCE**

Joining a new volunteer group can feel at first as if you have entered a private club where everyone else seems to know each other and have a shared history and vocabulary, which often includes an assortment of acronyms. Facing a steep learning curve is not unusual for new board members. For this reason, the University of Miami Alumni Association provides a board mentor program beyond the new member orientation, which engages new members from the very start of their board service. See the next page for more information about the onboarding experience.

## ONBOARDING ORIENTATIONS

MAY - JUNE	Welcome video from Alumni Association President to new board members.
	Staff email welcome includes guidebook, last two-years' meeting minutes, and introduction to a mentor.
	Email announcement to all alumni board members with new director bios copying all individuals to make a connection.
AUGUST	August New Board Member Zoom call with Board of Trustees Chair, President or Provost (5-10 minutes) <i>University welcome and importance of the Alumni Board and Alumni Association</i>
	University of Miami Alumni Association President <i>Around the Zoom meet and greet and review of the Alumni Board Guidebook, focusing on key priorities.</i>

## ALUMNI BOARD MENTORSHIP PROGRAM

### WHAT IS THE ALUMNI BOARD MENTORSHIP PROGRAM?

The Alumni Board Mentorship Program is designed to welcome and integrate new directors seamlessly into the Alumni Board of Directors. Mentors will provide new members with an understanding of Board expectations and will serve as a guide during the new directors' first year of membership.

### WHAT IS THE GOAL OF THE ALUMNI BOARD MENTORSHIP PROGRAM?

To better integrate and educate new directors about the Alumni Board's mission, goals, and responsibilities.

### WHO IS THE IDEAL MENTOR?

The ideal mentor is a board member with at least one year of experience on the Board of Directors.

### MENTOR COMMITMENTS

- Call your mentee over the summer to welcome them to the Alumni Board.
- Provide introductions to other board members at in-person meetings.
- Ensure the mentee is well connected with regional volunteers in their community.
- Connect and facilitate introductions to other board members and University leaders.
- Call your mentee during the spring semester to learn about their Board experience.

# MEETING AND COMMITTEE SCHEDULE 2020-2021

## BOARD MEETING SCHEDULE

Meeting Type	Date	Time	Location
Fall Alumni Board Meeting	Friday, September 3, 2021	9:30 AM -12 P.M. EST	Atlanta, Georgia, and available virtually.
Winter Alumni Board Meeting	Thursday, March 10, 2022	3 - 5 P.M. EST	In-person (Coral Gables Campus)
Spring Alumni Board Meeting	Thursday, May 19, 2022	12 P.M. – 5 P.M. EST	University Campus, Lakeside Village

## EXECUTIVE COMMITTEE MEETING SCHEDULE

Meeting Type	Date	Time	Location
Zoom Meeting	Thursday, August 19, 2021	3:30 – 5 P.M. E.S.T.	Zoom link to be provided
Zoom Meeting	Monday, February 28, 2022	3:30 – 5 P.M. E.S.T.	Zoom link to be provided
Zoom Meeting	Tuesday, April 7, 2022	3:30 – 5 P.M. E.S.T.	Zoom link to be provided

## NOMINATIONS COMMITTEE MEETING SCHEDULE

Meeting Type	Date	Time	Location
Zoom Meeting	TBD	3:30 – 5 P.M. E.S.T.	Zoom link to be provided
Zoom Meeting	Thursday, February 3, 2022	3:30 – 5 P.M. E.S.T.	Zoom link to be provided

## **APPENDICES AND RESOURCES**



## ALUMNI BOARD OF DIRECTORS LEADERSHIP STRUCTURE

The Alumni Board of Directors is a volunteer member organization led by an Executive Committee. The President, President-Elect, and Immediate Past President each serve a two-year term. They may be re-nominated for one additional term of office, serving a maximum of two consecutive terms of office. Each Vice President serves a one-year term and is limited to a maximum of three consecutive terms of office. Each additional term for all positions must be voted on by the Nominations Committee.

### IMMEDIATE PAST PRESIDENT

- Renders assistance, continuity, cooperation, and counsel to the President.
- Serve as an ex-officio Alumni Representative of the Association to the University Board of Trustees.
- Serves as a chair of the Nominations and Bylaws Committee.
- Performs other duties as assigned by the President.

### PRESIDENT

- Presides at all meetings of the Executive Committee, Board of Directors, and Alumni Association.
- Represents the Association at University functions.
- Serves as an ex-officio Alumni Representative of the Association to the University Board of Trustees
- Appoints all committee chairs, with the approval of the Executive Committee.
- Recommend to the Board of Directors a calendar of meetings and special events, developed in consultation with the Executive Committee and Alumni Relations staff for review and approval.
- Fills officer vacancies subject to the approval of the Board of Directors.
- Serves as a chair for the Alumni Awards Committee.
- Serves as a voting member of the Nominations Committee.
- Serves as ex-officio, non-voting member of all Affiliate Groups governing bodies.

- Assigns duties to other officers.
- Performs other duties and exercise powers as appropriate to the office.
- Fills vacancies which may occur on the Board of Directors, subject to the approval of the Board of Directors.
- Serves as ex-officio, non-voting member of all committees.
- Appoints three (3) members to serve on the Strategic Planning Committee.
- Nominates four (4) members to serve on the Nominations Committee, requiring Executive Committee's approval.

## **PRESIDENT-ELECT**

- Renders assistance and cooperation to the President and become familiar with all policies, procedures, and activities of the Association.
- Performs the duties of the President in the President's absence.
- Serves as President in the event of the elected President's resignation or inability to complete the term and then serve the term for which he/she was elected.
- The President-Elect will preside at all meetings of the Affiliate Leadership Roundtable.
- Serves as chair for the Strategic Planning Committee.
- Serves as a member of the Nominations Committee.
- Performs other duties as assigned by the President.
- Serves as an ex-officio Alumni Representative of the Association to the University Board of Trustees.
- Serves as a member of the Awards Committee.

## **VICE PRESIDENT**

- Assists the President in the performance of presidential duties.
- Acts as a liaison with the Affiliate Groups as assigned by the President.
- Responsible for connecting alumni in impactful ways, working with Canes Communities to instill and promote a culture of philanthropy and the strategic goals of the University.
- Facilitates leadership opportunities within our 'Canes Communities and volunteer boards within the schools and colleges.
- Mobilizes fundraising efforts for university needs/initiatives.
- Creates strategic alliances with key alumni across the country to identify, cultivate, and solicit gifts from individuals, corporations, and foundations in

collaboration with the University of Miami Development Officers and Leadership.

- Serves as a voting member of the Awards Committee.
- Performs other duties as assigned by the President.

## EXECUTIVE DIRECTOR, DEVELOPMENT AND VOLUNTEER LEADERSHIP

- Be the administrative representative for the Association from the University of Miami.
- Coordinates the Office of Engagement, which shall be the office of the Association.
- Maintains a current list of names and addresses of all active members of the Association.
- Assists Affiliate Groups in carrying out their goals and objectives.
- Maintains official alumni records.
- Assists the officers of the Alumni Association in the performance of their duties.
- Serves as a voting member of the Nominations, Awards, Strategic Planning, and Executive Committees.
- Serves or appoint a designee for all Alumni Association Committees. Perform additional administrative duties pertaining to the office.

## ALUMNI TRUSTEES

Alumni Trustee representatives are selected by the University's Board of Trustees. These representatives serve as liaisons between the Alumni Association and the University's Board of Trustees.

**Term:** Each Alumni Trustee serves a three-year term.

### General Duties

- Attend regularly scheduled meetings of the Board of Trustees.
- Communicate regularly with the Executive Director of the Alumni Association.
- Attend Alumni Board meetings.
- Provide Board of Trustee updates during Board meetings.

## FACULTY REPRESENTATIVES

Faculty representatives serve as liaisons between faculty-alumni and the Alumni Association.

**Term:** The Faculty Senate representative serves on the Alumni Board of Directors for as long as he/she serves as chair of the University's Faculty Senate.

The second faculty representative serves a two-year term with the option of a one-year term renewal, to serve a maximum of three years.

### General Duties

- Encourage fellow alumni faculty members to make an annual contribution to the University
- Keep alumni faculty members informed of Alumni Association programs/benefits
- Help to identify future alumni faculty representatives to the Alumni Board of Directors

## YOUNG ALUMNI LEADERSHIP COUNCIL REPRESENTATIVE

Serves as a liaison between the Young Alumni Leadership Council and the Alumni Association.

**Term:** The Young Alumni Leadership Council representative serves on the Alumni Board of Directors for one year.

## STUDENT DIRECTORS

Each student representative is a liaison between the student body and the Alumni Association.

**Term:** Student directors serve a one-year term in concurrence with their specific term of office on campus (i.e., as Student Government President, Student Alumni Ambassador President).

### General Duties

- Serve as an alumni student representative at select Alumni Relations and University events
- Serve as a spokesperson to solicit student participation in Annual Giving through the Senior Class Gift program



## Directors

- Support engagement efforts within local 'Canes Communities by attending gatherings and mentoring regional alumni leaders.
- Promote strategic UM and Alumni Association programs and initiatives.
- Act as a liaison and initiate engagement between the 'Canes Community and the University.
- Foster a culture of engagement and philanthropy by promoting UM programs and annual fund solicitations through social media feeds.
- Help to develop a pipeline of emerging Alumni leaders.
- Endeavor to increase giving by making a multiyear pledge or planned gift to establish a permanent legacy.
- Help to secure resources that will ensure the continuing success of the University.
- Serve as a host or sponsor for UM gatherings on campus and across the country to receive gift-in-kind recognition from the University.
- Purchase a UM license plate for their vehicle(s), if applicable. License plates are available in Florida, Georgia, and Maryland.
- Be an active ambassador and advocate of the University Alumni Association. Assist in developing strong relationships with the Alumni in their region.
- Introduce the University to potential alumni who are not engaged or giving to the U.
- Nominate candidates for volunteer leadership positions within the Alumni Board and its committees.



## VOLUNTEER IMPACT PLAN

**BOARD MEMBER:** \_\_\_\_\_

**TIME PERIOD:** 2020-2021

### MY SERVICE TO THE UNIVERSITY

As a volunteer at the University of Miami, I am committed to using my unique talents and interests to further the institution's mission and philanthropic needs. To that end, some of the specific ways I can contribute include:

- LEAD
- ENGAGE
- GIVE
- ENGAGE



# VOLUNTEER COMPACT

The University of Miami depends on the involvement of great volunteers to advance its mission and its philanthropic needs. Your dedication and passion are critical to our success. We are deeply grateful for your commitment to engage with others on behalf of the University.

## VOLUNTEER PLEDGE

I believe that being a volunteer leader at the University of Miami means being a role model and following the highest standards of ethical and effective volunteer service. To that end, I commit that, for the duration of my service, I will:

<b>LEAD</b>	Provide feedback on fundraising strategy and efforts, foster a culture of philanthropy among other volunteers, and represent the institution at meetings and events.
<b>GIVE</b>	Inspire others to give by making a philanthropic gift—host or sponsor events and meetings. Generously allocate time and attention to the institution.
<b>CONNECT</b>	Act as a University ambassador within my network by facilitating introductions and building relationships with potential donors. Ask for philanthropic contributions, as instructed and supported by the Division of Development and Alumni Relations.
<b>ENGAGE</b>	Actively participate in activities to advance the University and its fundraising efforts. Be an active spokesperson and travel to strategic events in major markets to advocate passionately for University's vision and philanthropic needs.

*In addition, as a volunteer, I may be privy to sensitive and confidential information, including information regarding donors, potential donors, and University initiatives. I pledge to use such confidential information only for the purposes for which it is disclosed and to neither disclose it to third parties nor to use it for purposes other than to support the University of Miami.*

### AS A LEADERSHIP VOLUNTEER, I CAN EXPECT THE FOLLOWING FROM THE UNIVERSITY OF MIAMI:

- A suggested volunteer impact plan to engage my talents and interests
- Regular updates on the progress of fundraising efforts
- Opportunities to engage with other volunteers
- Access to University activities that match my interests
- A collection of readily available tools and resources to aid me in promoting the impact of generosity and in advancing the mission of the University
- Opportunities for training and education on philanthropy best practices and trends
- Recognition of my contributions in advancing the University's mission

Volunteer Signature	Date	University of Miami Signature	Date
Print Name		Print Name and Title	

## WAYS TO GIVE

The generosity of our donors provides the University with the resources it needs to be one of the world's most distinguished centers of research, intellectual inquiry, and scholarship. From outright gifts to detailed estate planning, there are as many giving options as there are great reasons to support the University.

### ANNUAL GIVING

Annual philanthropic support from alumni, parents, and friends is essential to the vitality, growth, and diversity of the University of Miami. Annual giving makes a significant impact in the lives of students, faculty, researchers, and physicians by providing immediate support as they strive for excellence. One hundred percent of annual giving is spent in the same year it is given.

Throughout the fiscal year, from June 1 to May 31, constituents may receive mailings, emails, text messages, social media messaging, and phone calls aiming to match their passions to the University's priorities. You may request that your annual gift be directed to any school, college, department, or program at the University that means the most to you. To make your annual donation, visit [www.miami.edu/giving](http://www.miami.edu/giving). Your employer may match contributions to the University from its employees, retirees, and directors, which could multiply the impact of your gift.

### CURRENT-USE FUNDS

Gifts for current use are expended, in part or in full, within a specific time period and can be restricted or unrestricted. Current-use funds have a full and immediate impact because the University can begin using them right away. You may also make your current-use gift to support a long-term project such as a building fund. However, because current-use funds are not invested as endowed funds are, they are not self-sustaining; once they are spent, if no further contributions are made, the fund is depleted.

### RESTRICTED GIFTS

A restricted gift is one that is designated by the donor for a specific purpose—a particular fund, scholarship, center, academic chair, or school or college initiative, for example. When you give a restricted gift, its use is limited to that purpose, and the funds cannot be redirected.

## **UNRESTRICTED GIFTS**

An unrestricted donation is one that the donor does not designate for a specific purpose, and can be used for any part of the University's budget. Because unrestricted gifts can be applied to the areas of greatest need, they play a vital role in advancing institutional priorities. Although all gifts are valuable, the flexibility of unrestricted donations allows the University to advance key priorities, meet current challenges, and pursue emerging opportunities.

## **CAMPAIGN GIFTS**

Gifts to a capital campaign go toward the University's long-term needs, such as the construction of new buildings, the renovation of existing buildings, new programs or services and the expansion of existing ones, and growing the endowment. Campaign fund contributions are used for purposes extending beyond the year in which the gift is made and help the University to meet the campaign's dollar goal.

## **PLEDGE**

Rather than making a one-time gift, you may choose to pledge a set amount to be given over a specified period of time. A pledge can help you to have an intentional impact by promising future support at a level above what you would write a single check for; it can also help the University to plan based on future receivables. Pledges may be restricted or unrestricted and can be structured in a variety of ways as to duration and installments.

## **MAJOR GIFT PLEDGE**

Major gifts (donations of \$50,000 to \$999,999) play a vital role in advancing the University's priorities. For a donor considering a major gift, a pledge can create a path for a more substantial contribution over a period of time than would be possible as a one-time gift. When you choose to make a commitment for a major gift, your giving is broken up into installments on a mutually agreed schedule, providing the University with sustained support for the duration of the pledge.

## **ENDOWED GIFTS**

Endowed funds are permanent, self-sustaining sources of funding, and therefore highly prized by the University. With this type of gift, the principal amount is invested and left intact, and each year, a portion of the interest it generates is paid out to support the fund's purpose. Earnings in excess of this distribution are reinvested and used to build the fund's market value. In this way, an endowment fund can grow and provide support for its designated purpose in perpetuity,

creating a permanent legacy. There are different funding levels for different types of endowments, and they can be restricted or unrestricted.

### **IN-KIND DONATIONS**

In-kind donations, or gifts in kind, are donations of goods and/or services rather than cash or stock. Some examples of gifts in kind are real property, artwork, library collections, equipment, musical instruments, and catering and other vendor services. Goods and services offered at less than standard rates may also be considered gifts in kind. Acceptance of in-kind gifts valued at over \$5,000 is contingent upon the approval of the University's Gift Review Committee.

### **SPONSORSHIPS**

You or your company can make cash or in-kind contributions to sponsor a University event. Cash contributions help to defray an event's costs directly, while in-kind donations (e.g., of space, equipment or furniture rental, entertainment, food, or beverages) do so indirectly by reducing or minimizing event costs to the University.

### **PLANNED GIFTS**

Planned giving can help you to establish an endowed or current-use fund and integrate your personal, financial, and estate planning goals in a tax-wise manner. Below are some common types of planned gifts and benefits.

- A ***bequest***, a gift made through a will or trust, is the simplest type of planned gift to make. This is an option if you are unable to make your desired gift during your lifetime.
- With a ***charitable remainder trust***, you can transfer cash or property to a trust that makes payments in your lifetime or for a given number of years, then passes what remains to the University. This vehicle works well if you would like to sell appreciated property and avoid capital gains tax, or if you want income for retirement.
- ***Life estate retained*** allows you to transfer a personal residence or farm to the University and retain the right to use the property for your lifetime, remaining in the home and obtaining a current income tax deduction.

- If you wish to make a gift of cash or property to the University and receive fixed income for one or two lives, a **charitable gift annuity** may be a suitable vehicle. A CGA works well with a gift of cash or appreciated stock that is providing little or no income.
- You can name the University as a full or partial beneficiary of **retirement assets** such as your IRA, 401(k), or 403(b), which removes the asset from your estate. If you are 70½ or older, you can also donate up to \$100,000 from a traditional IRA tax-free.
- You can name the University as a full or partial beneficiary of a **life insurance** policy, which removes the policy from your estate. You can also name the University as an owner and beneficiary of a policy and receive a charitable deduction for the premium payments.

*Any gift to the University of Miami, a 501c (3) charitable organization, is fully tax-deductible to the extent allowed by law. Gifts of stock, mutual funds, or other appreciated securities have special tax benefits.*

# PEER-TO-PEER STRATEGIC ENGAGEMENT

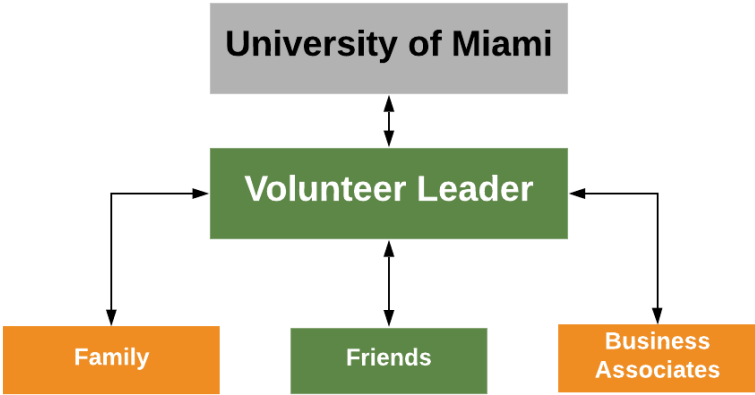
A donor’s confidence and trust in the University is built over time. Peer-to-Peer Strategic Engagement accelerates this relationship-building process. As a peer, you may already know or could more easily gain knowledge about an individual’s passions and philanthropic interests than a Development Officer or a Dean.

Your ability to tap into a diverse network and expand the University’s reach can increase philanthropic giving and allow the University to reach a new pool of donors that might have been otherwise inaccessible.

## WHAT’S PEER-TO-PEER STRATEGIC ENGAGEMENT?

As an ambassador and volunteer leader of the University, you are asked to foster lifelong engagement, deepen affinity, and build relationships with individuals that lead to philanthropic giving.

The University’s Peer-to-Peer (P2P) strategic engagement model relies on volunteers to expand its reach, find new donors, and build deeper connections with existing supporters while creating awareness of the University’s efforts beyond its current support base.



### How do I get started?

- Ask the Volunteer Leadership team for ideas on how to engage individuals in your network.
- Perform a LinkedIn search for individuals in your network who are University of Miami alumni and connect via social media.
- Are you interested in expanding your network? Ask the Volunteer Leadership team to provide a list of alumni in your neighborhood or regional community or high-net-worth alumni in your graduating class.



- Identify high-net-worth individuals within your network and reach out to the Volunteer Leadership Team for ideas on how to facilitate introductions to the University.
- Create an email distribution list to share news and events with fellow 'Canes easily.

### **What are some examples of P2P in action?**

- Invite friends and family to university events.
- Host an intimate gathering for University leaders and individuals in your network.
- Create a personal fundraising challenge using the University Crowdfunding platform.
- Share annual fundraising campaigns with friends and family.
- Create a team for the Dolphins Cancer Challenge.
- Host a Day of Service with your company on the same day as 'Canes Day of Service.
- Make thank-you calls to donors in your region.
- Support the University's family relations by making phone calls to students and their parents in the Legacy Program.

## **P2P: SERVING AS AN EXTENSION OF THE U**

P2P also allows us to be more intentional with the University's fundraising outreach by mobilizing volunteers to fundraise and engage key prospects and donors in their region.

The University will work with you to provide you with a list of individuals in your area who need further engagement. The following five steps provide easy to follow steps for a successful relationship-building and fundraising process.

Keep in mind that relationship-building is fluid and can vary depending on the individual's interests and personal circumstances.

# INTERACTION FORM EXAMPLE

**Screen 1:** On the first screen, you will be able to select your name from a drop-down menu.



Select your name

John Doe ▾



**Screen 2:** You will be able to select from the prospects assigned to you and write a summary of the interaction(s) you had.

John Doe, select the prospect you would like to record an interaction for

- Donald J. Horne
- Shirley M. Mackey
- Richard J. Cottone

---

Tell us about your interaction



# UNIVERSITY OF MIAMI BRANDING GUIDELINES

The heart of the new identity system is the University of Miami's split-U mark, the "spirit" mark that is the most well-known logo associated with the institution. It is one of the most recognizable collegiate marks nationally, and perhaps the most ubiquitous graphic symbol throughout South Florida.



The University of Miami logo is the key element in the University's visual identity system and must appear on all official University of Miami communications. It may not be modified in any way.

**The logo cannot be used as a substitute for the letter "U" in a word.**

## UNIVERSITY OF MIAMI LOGOS

UNIVERSITY  
OF MIAMI



MIAMI



## FONTS

- Century Schoolbook BT
- Frutiger
- Georgia
- Helvetica
- Open Sans

## COLOR PALETTE



**R 244 G 115 B 33**  
#f47321



**R 0 G 80 B 48**  
#005030



**R 210 G 142 B 0**  
#d28e00



**R 212 G 191 B 149**  
#d4bf95



**R 162 G 173 B 0**  
#a2ad00



**R 193 G 56 B 50**  
#c13832



**R 137 G 150 B 160**  
#8996A0



**R 251 G 222 B 129**



**R 158 G 206 B 235**  
#9eceed



**R 145 G 185 B 164**  
#91b9a4

Affiliate Groups may use the University of Miami logo with limitations. Visit the University's **Visual Identity Manual** for more information on the proper usage and guidelines:

[http://www.alumni.miami.edu/\\_assets/pdf/connect/groups/us-canes-communities/group-leader-resources/umiami\\_idguide\\_sept\\_2014.pdf](http://www.alumni.miami.edu/_assets/pdf/connect/groups/us-canes-communities/group-leader-resources/umiami_idguide_sept_2014.pdf).

# STYLE GUIDELINES FOR EXTERNAL COMMUNICATIONS

**Include degree information for all University of Miami alumni in the following format:** John Doe, B.B.A. '03, M.A. '10 (name, degree, graduation year)

**Refer to the University of Miami, and its institutions, using the following wording:** University of Miami, the U, University of Miami Alumni Association, University of Miami Alumni Association, Miami Hurricanes, Hurricanes, 'Canes.

## Usage of the Word “Alumnus”

As alumni leaders, it is important to use the word “alumnus” correctly when speaking or writing.

- Alumnus: refers to one male graduate of the University
- Alumna: refers to one female graduate of the University
- Alumni: plural form of alumnus
- Alumnae: plural form of alumna

### Proper Usage:

Jon Doe is an **alumnus** of the University of Miami.  
Jan Smith is an **alumna** of the University of Miami.

### Improper Usage:

John Doe is an alumni of the University.  
Jan Smith is an alumnae of the University.

## SOCIAL MEDIA GUIDELINES

The University of Miami Alumni Association believes social media is an important tool in our mission to foster alumni relationships and create a greater sense of community across the globe.

**Facebook Fan Page:** [www.facebook.com/miamialumni](http://www.facebook.com/miamialumni)

**LinkedIn:** [www.linkedin.com/groups?about=&gid=2699233](http://www.linkedin.com/groups?about=&gid=2699233)

**Twitter:** [www.twitter.com/UM\\_alumni](http://www.twitter.com/UM_alumni)

**Instagram:** [www.instagram.com/um\\_alumni](http://www.instagram.com/um_alumni)

By joining these groups, you will help to increase awareness of news and information to your local 'Canes community. Become active in the online community by participating in discussions, posting photos, browsing jobs, and attending virtual events exclusive to the University community.

**Posting Photos and Video:** Care should be taken not to use photos or videos of individuals who would object to the use of their image. When taking pictures, inform your subjects where you intend to publish the photos. Photos and videos posted on social media sites that represent the University of Miami and your group must be appropriate. As a general guideline, they should be photos/videos that would be appropriate for use in a University publication or on the University website. Examples of pictures/videos that should be avoided include, but are not limited to, photos involving alcohol, nudity, and graphic scenes. Always seek the permission of alumni parents if posting pictures that include their minors.

**Don't Spam or Self-Promote:** We encourage you to use social media as a platform to share information about your group's events and accomplishments. However, commercial advertisements, solicitations, and self-promotions are not allowed.

**Logos and Trademarks:** You may use, but not alter, edit, or change the University of Miami Alumni Association and the University of Miami trademarked indicia.

## GLOSSARY

**Alumni Association:** Founded in 1930, the University of Miami Alumni Association is YOUR CONNECTION TO THE U to more than 189,600 living alumni. Governed by a volunteer board of directors, the Alumni Association is committed to encouraging lifelong education, providing quality services and programming, and assisting in the continued development and enhancement of the University of Miami.

**Alumni Board of Directors:** The Alumni Board of Directors of the University of Miami Alumni Association is the governing body for the Association and the more than 189,600 living alumni of the University of Miami. Service on the Alumni Board of Directors is on a volunteer basis and demonstrates the highest level of commitment from our alumni community. Members are ambassadors for the University of Miami and critical leaders in helping the Alumni Association implement strategic initiatives.

**Alumni Council:** The Alumni Council of the University of Miami Alumni Association is the representative body for the Association and the more than 189,600 living alumni of the University of Miami. Service on the Council is on a volunteer basis and demonstrates the highest level of commitment from our alumni community. Members are ambassadors for the University of Miami and critical leaders in helping the Alumni Association implement strategic initiatives.

Membership consists of the President and President-Elect of each affiliate group, including 'Canes Communities, special interest groups, and school/college associations. The Alumni Council responsibilities include electing directors, revoking the charters of affiliate groups, and adopting the constitution and amendments thereto.

**The Annual Giving & Digital Engagement Team:** The Annual Giving & Digital Engagement team builds a culture of annual giving and participation through yearly gifts from alumni, parents, friends, and students by educating them on the needs of the University and involving them in the life of the University. This culture is encouraged and enhanced by donor-centric, best-in-class integrated strategies that are driven by metrics, fundraising trends, and the latest technology.

Annual gifts of up to \$49,999 (excluding bequests, planned gifts, grants, gifts-in-kind, and memo gifts) go directly into the University's operating budget each year.



**'Cane Biz:** An alumni-owned or operated business

**'Canes Communities:** 'Canes Communities serve as official representatives of the University of Miami Alumni Association in geographic areas throughout the world. 'Canes Communities, led by local University of Miami volunteers (and supported by the Alumni Association), provide an opportunity for alumni, parents, students, and friends to connect to the University through a variety of different programs and events.

**Central Development:** The Central Development Office cultivates and solicits prospects and donors for major gifts that enhance the quality of the student experience at the University. These include support for scholarships, facilities such as the Lakeside Village student housing, Student Affairs, Academic Affairs, University Libraries, and related entities.

We also work to engage with various affinity groups within and outside the wider University community to identify areas of interest to prospective donors, as well as with international donors, particularly those in Latin America and the Caribbean region.

**Citizens Board:** Established in 1946, the University of Miami Citizens Board (CB) is a select group of more than 250 business, professional, and civic leaders. They actively support the University's philanthropic efforts and promote University programs. Since its inception, the Citizens Board has raised an estimated \$454 million for the University and advanced 97 CB members to the University's Board of Trustees.

Membership is by invitation only. We count on each member to make an annual unrestricted contribution to the University and to secure funds from other individuals, corporations, and foundations. Members expand their knowledge of the University through firsthand contact with students, faculty, administrators, and facilities on all of the University's campuses. Members are encouraged to share information and insights gained through these encounters with the South Florida community.

**Campaign:** An organized, structured, branded fundraising program using volunteers supported by staff and consultants to raise money for specific needs. This type of fundraising program is done within a particular time frame and with a

specific dollar goal. The U's two most recently completed campaigns were Momentum (2000-2007), which raised \$1.4 billion, and Momentum2 (2008-2015), which raised \$1.6 billion. The current campaign (name to be decided) began raising funds in 2015 and will conclude in 2025, to coincide with the University's centennial celebration.

**Campus Engagement Team:** With the majority of constituents living in South Florida (Broward, Miami-Dade, and Palm Beach Counties), the Campus-Based Engagement Team engages local alumni, parents, donors, and friends by developing events and programming hosted on campus. Key activities and programming include Alumni Weekend and Reunions, the Alumni Marshal Program, and Burgers and Baseball.

**Cultivation:** The process of building engagement with a prospective donor, identifying the prospect's key priorities, and developing and implementing a solicitation strategy.

**Endowment:** A form of donation consisting of investment funds or other property that is designed to keep the principal amount intact while using the investment income for charitable purposes.

**Endowment Report:** An annual summary of an endowment fund's history, purpose, activity highlights, and financial information. For endowed chairs and scholarships, the report also includes information on the recipients. Our Donor Relations Team sends endowment reports each fiscal year to donors who have contributed \$10,000 or more to an endowment and/or their designees.

**Endowment Threshold:** The minimum amount required to establish an endowed fund for a specific purpose.

**Educational Engagement Team:** This team provides opportunities for constituents to come back to the University of Miami as a source of continual learning in the form of webinars, lecture series, faculty sessions, podcasts, online courses, and more.

**Family Relations Team:** The Office of Family Relations seeks to involve families in campus and regional activities, enrich student experiences, provide meaningful

opportunities for parent involvement, and strengthen the financial foundation of the University of Miami. They achieve this through interactive communications, key programs, a commitment to charitable giving, a legacy program, and a dynamic volunteer program.

Through involvement, parents can gain a greater sense of community, meet other parents and families, further connect with students, become more knowledgeable about current programs and events, and stay informed on the latest news.

**Leadership Gift:** A large donation made by a single person, small group, or foundation at the launch of a fundraising drive. It is typically the most significant gift of the drive and is used to inspire others to contribute.

**Lifelong Engagement Team:** The Lifelong Engagement Team works to engage constituents in experiential ways that are meaningful to them and solicit financial support. They are the foundation for all University of Miami engagement and provide a combination of broad-based and targeted programming for all constituents, including alumni, parents, students, donors, faculty, staff, and friends of the University. Team members serve as volunteer engagement experts and will strategically pair constituents with opportunities for engagement, working to actively move volunteers through a pipeline of involvement and a trajectory of giving.

**Major Gift:** \$50,000 to \$999,999+

**Naming Gift:** A philanthropic commitment that results in a physical entity (a campus building or interior/exterior part thereof) or non-physical entity (school, college, department, center, institute, etc.) being named for or by the donor. Requires a multi-stage approval process and minimum funding thresholds.

**Parents Council:** A group of dedicated 'Cane parents whose mission is to provide meaningful opportunities for parental involvement with the U, enrich student experiences, and strengthen the financial foundation of our institution.

**Planned Gift:** A gift made either through the individual's estate or through financial planning during the individual's lifetime.

**Pledge:** A promise of a current or deferred gift that has a specific dollar amount and will be paid according to an installment schedule.

**Points of Pride:** A small-format brochure that highlights the University's achievements and accolades each year. Published annually and mailed to approximately 12,000 donors.

**Principal Gift:** \$1 million or more.

**Regional Engagement Team:** The Regional Engagement Team is responsible for all national and international engagement of constituents, including alumni, parents, donors, and friends of the University. This team manages nearly 40 'Canes Communities and regional councils. It develops appropriate University national tours and branded programs. The team is also responsible for alumni career services and related content. Current branded programs include: Game Watch Program, Global Networking Week, Welcome to the Neighborhood, 'Canes Day of Service, 'Canes Mentoring 'Canes and Virtual Career Café.

**Qualification:** The process by which the Division of Development and Alumni Relations (DAR) determines a prospective donor's giving capacity, an affinity for different areas of the University, and likelihood to give.

**School and Colleges:** Each of the University's 12 schools and colleges works with a core team of gift officers whose portfolios focus on prospects and donors with a demonstrated or potential interest in that particular area.

1. School of Architecture
2. College of Arts and Sciences
3. Graduate School
4. Miami Herbert Business School
5. Miller School of Medicine
6. School of Communication
7. School of Education and Human Development

8. College of Engineering
9. School of Law
10. Rosenstiel School of Marine and Atmospheric Science
11. Phillip and Patricia Frost School of Music
12. School of Nursing and Health Studies

**Special Constituencies Team:** This team works to engage a variety of constituents from our schools and colleges, special interest groups, affinities, as well as University faculty and staff through targeted, high-touch programming. This type of programming gives alumni opportunities to reconnect with others who share similar interests, such as the Black Alumni Society, the Golden Ibis Society, LGBTQ 'Canes, and Band of the Hour.

**Soft Credit:** A recognition of the efforts of someone other than the legal donor, who facilitated a gift by providing "soft" (or associated) credit for that gift. Soft credit allows the University to acknowledge these efforts without compromising its legal obligation to record donations in compliance with IRS regulations.

**Solicitation:** Making a formal request for a gift, either verbally or through a written proposal. Known informally as "the ask."

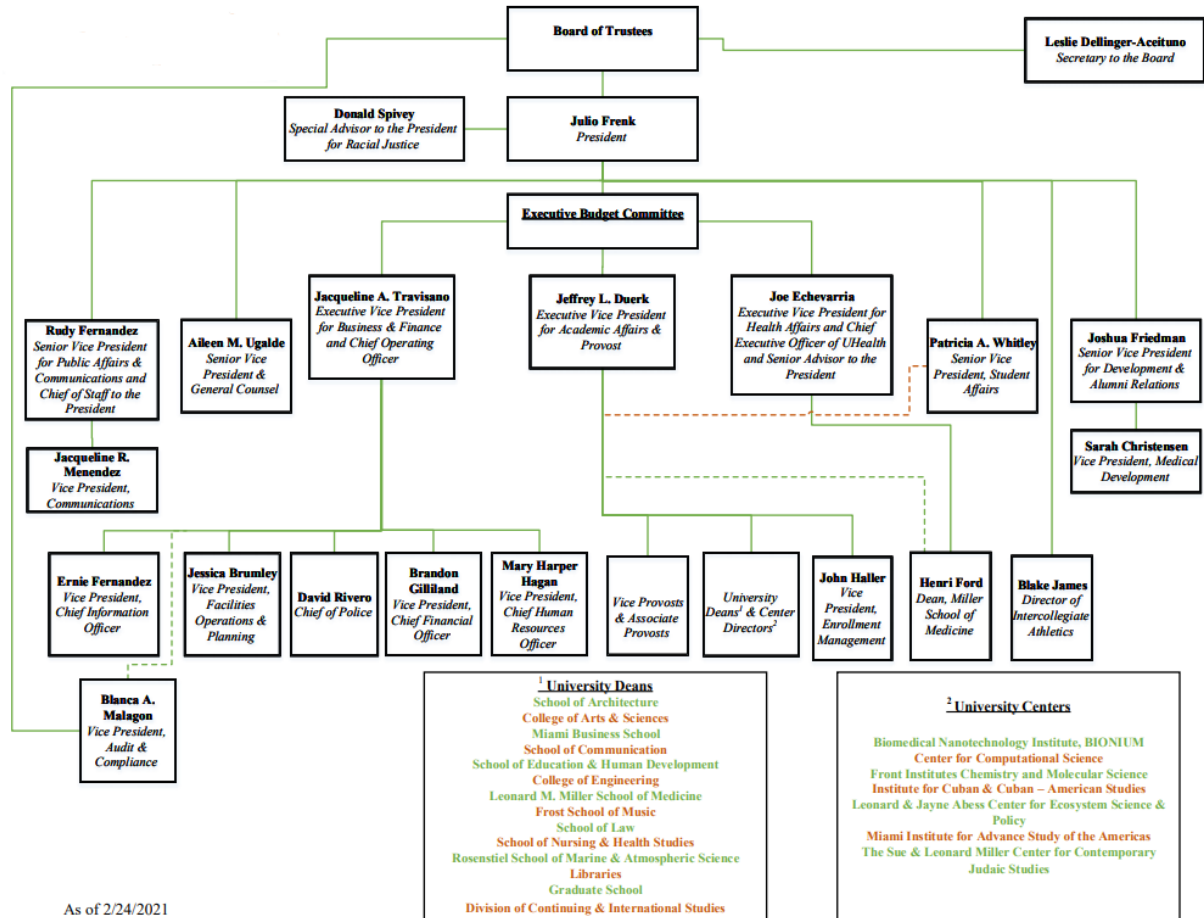
**Stewardship:** Continued nurturing of a donor relationship after a gift is made.

**Young Alumni Leadership Council (YALC):** YALC is an invitation-only group of the University of Miami's young alumni leaders, nominated and selected to serve the University on behalf of the Young Alumni Program. The Council fosters the active involvement of young alumni in support of the University of Miami and the UM Alumni Association.

**Volunteer Leadership Team:** The Volunteer Leadership team at the University of Miami manages all central volunteer leadership groups – the Alumni Board of Directors, Alumni Council, Young Alumni Leadership Council, President's Council, and Citizens Board. They develop meaningful volunteer leadership experiences and opportunities that lead to engagement and philanthropic giving. They are also

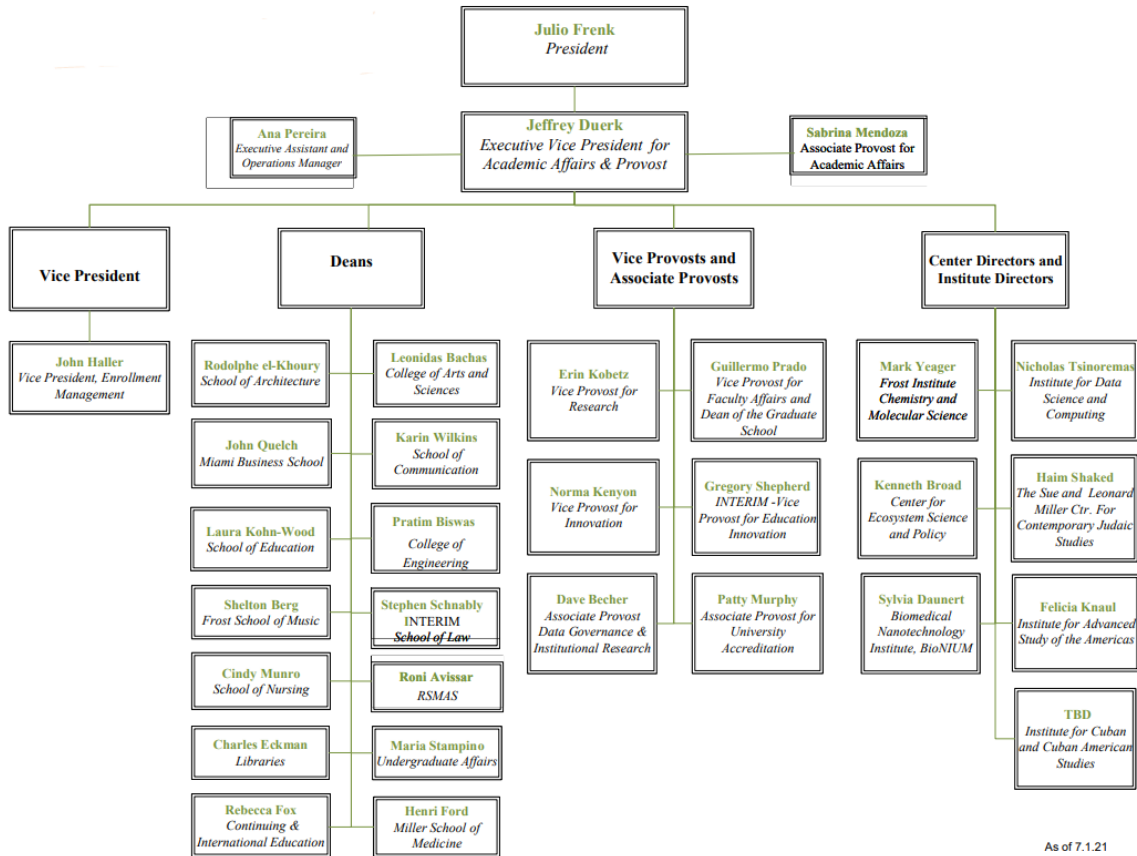
responsible for developing best practices for unit-based volunteer leadership groups.

# UNIVERSITY OF MIAMI LEADERSHIP



As of 2/24/2021

# PROVOST ORGANIZATION CHART



As of 7.1.21



# ABOUT THE DIVISION OF DEVELOPMENT & ALUMNI RELATIONS

The Division of Development and Alumni Relations supports and promotes the mission, purpose, and priorities of the University of Miami through fundraising and engagement by building and nurturing strategic and philanthropic relationships to improve and transform the lives of individuals and communities.

*For contact information, see page 43.*



# OFFICE OF ENGAGEMENT



Note: Organizational structure could change. For the most updated organizational chart, please visit <https://people.miami.edu/administration/index.html>

# CONTACT A 'CANE: UNIVERSITY OF MIAMI STAFF

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## CONFIDENTIALITY CLAUSE

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I agree with the terms outlined above for the use of the confidential alumni information provided to me.

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(Signature)

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(Date)

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(Print Name)