

young alumni

LEADERS COUNCIL

THE GUIDEBOOK

UNIVERSITY
OF MIAMI



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About the Young Alumni Leaders Council

The Young Alumni Leaders Council (“the council”) is a group of the University of Miami's undergraduate degree-holding alumni from the past decade, nominated and selected by invitation only to serve the University of Miami Alumni Association. Individuals serve as the representative voice of all young alumni of the University and work to promote young alumni efforts, identify potential volunteer leaders, and solicit financial support for the institution. The council fosters the active involvement of young alumni in support of the University of Miami and its Alumni Association.

Mission & Vision

Mission: The council serves to support the needs of recent graduates with uniquely tailored communications and events to foster relationships, facilitate networking activities, and create a strong culture of giving among young University of Miami alumni.

Vision: The council keeps young alumni connected to the University of Miami through alumni engagement, student recruitment/support, and philanthropic giving.

Council Nomination Process

Interested individuals shall submit an online application for nomination or be nominated to the council. The Development and Membership Committee shall review the applicants and nominate a slate to be confirmed by a two-thirds (2/3) vote of the current council.

- The application is available year-round for anyone interested. The council's Development and Membership Committee will start reviewing applications in January for the term beginning June 1. For the term beginning June 1, 2021, which is the first term after this refresh, the Alumni Board of Directors of the University of Miami Alumni Association will review the applications and select the slate of candidates for the council. In subsequent years, the Membership Committee will review applications to formulate a slate of candidates to be submitted to the Executive Council.
- Members who have not yet served a second term will be given the opportunity to nominate themselves to positions in the council before applications from the general young alumni pool are accepted.

- In the event that an individual resigns before his/her term is over, the president may nominate an individual to fill the role, subject to a two-thirds (2/3) confirmation vote by the council.
- Elections will be held during the scheduled spring council meeting through an online ballot. To qualify for a leadership role, individuals must have served on the council for at least one year.

Council Goals

The council's primary goal is to increase engagement and philanthropic participation among young alumni by supporting the strategic priorities and fundraising goals of the Alumni Association. Other goals are to:

- Connect recent graduates to the Alumni Association and 'Canes Communities through personal outreach
- Host at least one young alumni event per year in a Category 5 market
- Have at least one young alumni representative in Category 5, 4, and 3 markets, Alumni Board of Directors, school/college-based alumni boards, graduating classes, and affinity groups
- Successfully implement the 30 Under 30 Alumni program
- In partnership with the Lifelong Engagement team, provide learning opportunities to young alumni
- Select one or two of the University's areas of strategic focus (e.g., student support, climate change, etc.) around which to create crowdfunding and mass support fundraising opportunities
- Achieve 100 percent council giving participation each fiscal year
- Raise a minimum of \$20,000 through council efforts each fiscal year
- Increase overall young alumni giving (i.e., seven percent of young alumni donated in 2019; for FY 2021, the goal is to increase the percentage of young alumni donors to 15 percent)

Council goals will be reviewed each fiscal year.

Criteria

Criteria for council members include, but are not limited to, the following:

- Received a University of Miami undergraduate degree in the last ten years
- An annual contribution of \$250 or more to any area of the University
- Leadership experience as a student, in business, or in the community. Professionally established and/or involved in the community
- Engaged in University alumni groups such as regional 'Canes Communities, school or college alumni associations, etc.

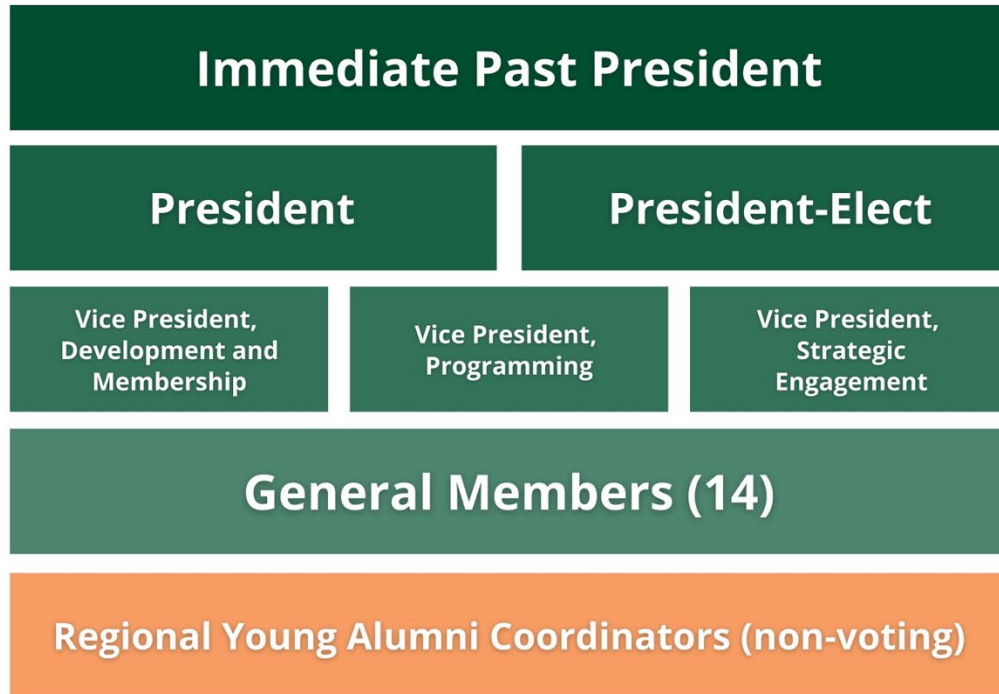
Council Roles

Council Composition

The Young Alumni Council comprises up to 30 members – representatives from Categories 3, 4, and 5 'Canes Communities (geographical areas with large concentrations of alumni), representatives from chartered alumni associations (i.e., special interest groups, school/college alumni associations), graduating classes, and members at large.

From this group of 30, an **Executive Council** is elected, consisting of:

- President
- President-elect
- Vice president of development and membership
- Vice president of programming
- Vice president of strategic engagement



Responsibilities of Council Members

- Increase young alumni engagement and philanthropic participation by supporting the strategic priorities and fundraising goals of the Alumni Association
- Fundraise a minimum of \$250. Dollars can be raised by asking for donations, event sponsorship, event ticket sales, in-kind donations, and/or crowdfunding.
- Serve as an ambassador of the University by facilitating conversations or presentations in the region
- Encourage participation and attendance at young alumni events in the region
- Attend onboarding meeting
- Attend biannual meetings

Time Commitment

(President, president-elect, and three vice presidents only)

- Attend Executive Council orientation meeting
- Must attend quarterly Executive Council meetings and support subcommittee initiatives throughout the year
- Maintain ongoing communication with the Executive Council and the University
- Attend University events and activities

Immediate Past President

The immediate past president supports the work of the council by assisting with strategic planning and goal setting. This individual serves as counsel to the president, president-elect, vice presidents, and University staff.

- Attends Executive Council meetings, provides guidance and facilitates strategic discussions on growth, retention, and engagement of its members
- Assists the Executive Council in identifying and cultivating corporate and community partners
- Serves as an advisor in the Development and Membership Committee
- Supports the University annually with financial contributions and involvement
- Assists with brand awareness, membership, and corporate sponsorships
- Keeps current on young alumni activities, events, and data analytics
- Creates opportunities to learn more about YALC efforts by
 - hosting networking events
 - serving as an ambassador in the community

President and President-Elect

- Works closely with the University staff in planning and executing overall goals for the council
- Manages and works with subcommittees to ensure committee structure is being utilized to its fullest potential to achieve financial goals
- Helps to secure sponsorships for young alumni events/projects
- Allots time to focus on fundraising strategies during quarterly council meetings
- Helps to plan council orientation/retreat
- Holds a formal position on the Alumni Board of Directors and thereby attends the board's three regular meetings. Serves as the representative voice of the council at the Alumni Board of Directors meetings
- Coordinates with regional young alumni coordinators to provide guidance and stays informed on the status of the 'Canes Communities

Development and Membership Committee

The Development and Membership Committee monitors all aspects of member, including invitations, retention, and education — introducing young alumni to the Alumni Association, teaching them about the University of Miami and the work of the

council, and then ensuring that the council member experience meets everyone's expectations.

Vice President of Development and Membership

- Chairs the Development and Membership Committee
- Generates new gifts by cultivating prospective donors and managing young alumni prospect lists, as well as re-engaging lapsed leaders
- Uses data provided by the University to identify and solicit young alumni with giving potential
- Provides the programming committee with ideas on how to fundraise during events
- Submits a slate of officers and new members to the Executive Board for review

Programming Committee

The Programming Committee advises the University of Miami Office of Alumni Relations on best practices for engaging young alumni. This Committee is charged with assessing existing engagement strategies, programs and events, suggesting improvements, and recommending new initiatives for engaging this demographic. The Committee will facilitate initiatives/events, including learning opportunities for young alumni and the signature program, 30 under 30.

Vice President of Programming

- Chairs the Programming Committee
- Develops quarterly events, in coordination with the Executive Council and University staff, that generate awareness about the University
- Helps to create networking opportunities for young alumni across the globe
- Uses the C.A.N.E.S. guidelines for strategic programming
- Creates and helps execute all aspects of program logistics, from securing venues, sponsors, and speakers to overseeing post-event requirements
- Attends and promotes young alumni events
- Works with the V.P. of Development and Membership to create opportunities within events to attract new supporters

Strategic Engagement Committee

The Strategic Engagement Committee fosters lifelong engagement, affinity, and pride in the University by recruiting volunteers and building relationships that lead to philanthropic participation.

Vice President of Strategic Engagement

- Chairs the Strategic Engagement Committee
- Strategically welcomes and engages new young alumni for a lasting impact, and re-engages current inactive members, while educating them about the University's work
- Engages young alumni who are not active in their regions
- Develops digital and personal strategies on how best to communicate with non-active members
- Ensures that every young alumni event has representatives to greet new members and prospects
- Hosts bimonthly calls to welcome new young alumni

Regional Young Alumni Coordinators (R.Y.A.C.)

The R.Y.A.C. shall serve as the liaison between the 'Canes Communities and the council. They will be responsible for coordinating with the president-elect on the activities of the 'Canes Communities, members interested in council positions, and communicating regional needs. The R.Y.A.C. will have the ability to attend council meetings as ex-officio members without voting powers.

Meetings

The council meets bi-annually. The dates of the meetings shall be selected by the council but must occur in the fall and spring semesters. Additional meetings may be called by the president, when necessary, by means of physical or virtual meetings.

The Executive Council and committees meet every quarter.

		Jun – Aug	Sep – Nov	Dec – Feb	Mar –May
Young Alumni Council			X		X
Executive Council		X	X	X	X
Development and Membership Committee		X	X	X	X
Programming Committee		X	X	X	X
Strategic Engagement Committee		X	X	X	X
Council Nominations					
Nominations				Review Nominations	Vote
Terms		Begin on June 1			End on May 31
Onboarding Meeting		X			