

## **W. P. Carey School of Business Alumni Chapter**

### **Mission**

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The W. P. Carey School of Business Alumni Chapter engages a diverse group of alumni and friends through events, programs, volunteer and leadership opportunities in order to promote the interests and goals of the W. P. Carey School of Business, the ASU Alumni Association and the University at large.

### **About the W. P. Carey School of Business Alumni Chapter**

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The Board of Directors is a volunteer governing body of the W. P. Carey School of Business Alumni Chapter which is officially recognized and supported by the W. P. Carey School of Business (WPC) and the ASU Alumni Association (ASUAA). The Board of Directors meet once every quarter (March, June, September, December) to coordinate the Chapter's upcoming programs and initiatives.

### **W. P. Carey School of Business Development and Alumni Affairs Office**

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Full-time professional staff are on hand to provide organizational assistance to all recognized alumni support organizations of the W. P. Carey School of Business, specifically the W. P. Carey School of Business Alumni Chapter. As a recognized organization, the Chapter receives organizational support including, but not limited to: record keeping of alumni (up-to-date mailing lists), funding for programming, tools for effective communication (enewsletters, mailers, website, email blasts, etc.), and much more. In addition, the staff may assist in coordinating events and strengthening membership recruitment and retention programs.

Please do not hesitate in contacting the W. P. Carey School of Business Development and Alumni Affairs Office at [wpcareyalumni@asu.edu](mailto:wpcareyalumni@asu.edu) or 480-965-3978.

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## **Board of Directors: Position Descriptions**

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### **Executive Officers**

This is the constituent group's ruling body and determines policies not contained in the bylaws. While the W. P. Carey School of Business Development and Alumni Affairs Office can consult and provide advice, the constituent group's ability to manage its own affairs is an important measure of its effectiveness. All members of the Board must be dues-paying members of the ASU Alumni Association. Elections are held on a bi-annual basis occurring in July every other year. The board is large enough to ensure an adequate representation of a cross-section of alumni by age, gender, geographic area and interests.

**1. Co-Presidents (Undergraduate and Graduate) – 2 people (*NOT OPEN*)**

As the official chairpersons of the Board of Directors and the Chapter at large, the co-presidents lead at all Chapter and Board meetings, makes committee appointments and are ex-officio members of all committees. This position will serve as the primary contact with WPC and the ASUAA. Represents the group at annual leadership conferences and forums and works with their successor. The co-presidents should also be visible and active at all group functions and assume responsibility for the success of each program the Chapter sponsors. Finally, the co-presidents shall notify WPC of any "entity updates" -- address, phone, job title, e-mail, etc.

**2. Vice President – 2 people (*OPEN*)**

The Vice Presidents (one undergraduate, one graduate) shall perform the duties of the president(s) when he or she is absent, assist the president(s), secretary, and treasurer at Chapter functions in order to promote all Chapter operations. Heads important committee and/or specific projects. This person should be chosen with the assumption that he/she will likely ascend to the presidency. Additionally, the Vice President(s) works with the Treasurer to determine effective fundraising programs for the Chapter.

**3. Secretary – 1 person (*OPEN*)**

The secretary is an important link between the Chapter, its Board of Directors and the School. This person takes attendance and minutes at meetings and creates official minutes to be promptly submitted to the Board and the W. P. Carey School of Business Development and Alumni Affairs Office. The secretary will help prepare notices of meetings and events; contact board members at least two weeks in advance of meetings; keep WPC informed of meetings, nominations, elections and changes in the board and membership; help prepare meeting agendas with the President and the WPC; provide WPC with an annual report on chapter activities; and notify WPC of any "entity updates" -- address, phone, job title, e-mail, etc.

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4. **Treasurer – 1 person (OPEN)**

Working in tandem with WPC, the treasurer will supervise Chapter funds and initiate the process to invoice and receive monies due to the Chapter. The treasurer will have the books of accounts monitored on a current basis, see that financial statements and other reports are provided to the Board, and see that adequate and correct accounts of the financial transactions of the chapter are kept, using accepted accounting and bookkeeping methods, and will report on chapter finances at every board meeting. Additionally, the Treasurer will work with the Vice President to determine effective fundraising programs for the Chapter.

5. **Communications Officer –1 person (OPEN)**

Working in tandem with the W. P. Carey School of Business Development and Alumni Affairs Office, the Communications Officer will ensure effective internal and external communications to constituents and be responsible for all marketing, promotional, and public relations initiatives of the Chapter. Along with the president and the WPC staff representative, this person will submit monthly e-newsletter content to the ASUAA and quarterly content for the ASU Magazine to the ASUAA. Additionally, this officer will provide copy (and images as needed) for all Chapter events and programs to be used on the website, e-newsletters and evites. This officer will also appoint a committee member to take photographs at each alumni event.

6. **Past President(s) – 2 people**

7. **Ex-officio Non-Voting Officers**

In addition to the above officers, the following officers are ex-officio and non-voting members of the Executive leadership: Deans of the W. P. Carey School of Business and the W. P. Carey School of Business Alumni Relations Representative.

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## **Committees**

Committees are the advisers-at-large for the Chapter and assist in formulating policies, stimulating events and carrying out the Chapter's programs and initiatives. These people take a project from concept to completion. Some projects may only require one person dedicated to the task, while others will require the efforts of many committee members. Each committee will be lead and governed by a *Committee Chair* (must participate in formal election process) and the *Committee Members* are all those that express an interest in assisting with the goals and tasks of said committee (open to general alumni base).

1. **Social Programming Committee Chair – 2 people (OPEN)**  
The Social Programming Committee Chairs will manage and direct the committee to plan a variety of social events and programs throughout the year (including community service programs), work with event venues, and be mindful of budget constraints. This position is to work with the Communications Officer to effectively market and promote each social event.
2. **Professional Programming Committee Chair – 1 person (OPEN)**  
The Professional Programming Committee Chair will manage and direct the committee to plan a variety of professional events and programs throughout the year, work with event venues, secure potential panelists and be mindful of budget constraints. This position is to work with the Communications Officer to effectively market and promote each professional event.
3. **Graduate Advisory Committee – Up to 5 people (OPEN)**  
*(Chaired by MBA Dean's Advisory Board (DAB) Liaison)*  
Up to five(5) Business Graduate alumni make up this committee and are tasked with representing the interests and goals of MBA and Graduate alumni collectively, as well as, helping to identify potential opportunities to engage with other partners. This committee will effectively engage Graduate alumni and friends through Graduate alumni-only events, programs, student scholarships and volunteer opportunities. This committee is lead by the MBA Dean's Advisory Board Liaison. Along with the Associate Dean of W. P. Carey MBA, this committee will have the sole authority to direct the activity of the Graduate Alumni financial accounts (operational and fellowship/endowment/scholarship, etc.). One of these positions could potentially be located outside of the Phoenix metropolitan area.
4. **Communications Committee**  
*(Chaired by the Communications Officer)*  
The Communications Committee shall work in tandem with the W. P. Carey School of Business Development and Alumni Affairs Office to ensure effective internal and external communications, including Chapter marketing, promotional, and public relations.

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Submit updates for the WPC Alumni website; solicit and coordinate e-newsletter content; responsible for maintaining, handling and publicizing all chapter news; familiar with local media resources. Coordinate electronic announcements, and work effectively with various other committees to ensure all goals and initiatives are met.

5. **Undergraduate Student Engagement Committee Chair – 1 person (OPEN)**

The Undergraduate Student Engagement Committee shall serve as a resource to current and prospective undergraduate students by: providing support and guidance as requested, promoting and developing a mentoring relationship between undergraduate students and alumni and providing recent graduates information that will inform them and promote the benefits of joining the Business Alumni Chapter. Additionally, this committee will serve the recruitment and engagement efforts of the Office of the Dean of Undergraduate Admissions for W. P. Carey School of Business.

6. **Graduate Student Engagement Committee Chair – 1 person (OPEN)**

The Graduate Student Engagement Committee shall serve as a resource to current and prospective graduate students by: providing support and guidance as requested, promoting and developing a mentoring relationship between graduate students and alumni and providing recent graduates information that will inform them and promote the benefits of joining the Business Alumni Chapter. Additionally, this committee will serve the recruitment and engagement efforts of the Associate Dean of W. P. Carey School of Business MBA.

7. **Scholarship Committee Chair – 1 person (OPEN)**

The Scholarship Committee directs Chapter activities that provide scholarship funds for students to attend the W. P. Carey School of Business, they select and award scholarships to deserving current students. Additionally, the committee will update and revise the scholarship application(s), coordinate the scholarship recognition efforts and develop a relationship with the scholarship recipients by requesting them to participate in Alumni Chapter activities.

8. **Membership Committee Chair – 1 person (OPEN)**

The Membership Committee Chair is responsible for conducting an annual, multifaceted campaign to tell all local and regional alumni about the Chapter and to encourage their involvement and membership in the ASUAA.

9. **Regional Outreach Committee Chair – 1 person (OPEN)**

The Regional Outreach Committee will be responsible for soliciting *Regional Coordinators* in key regional/geographic areas to locally engage WPC alumni. FY2010-12 areas include: San Diego, Orange County, Los Angeles, San Francisco, Denver, Chicago, New York and Washington D.C.