Building UNCG Connections

Engagement Funding
Engagement - A Broad Umbrella.

- The UNCG Alumni Association engages alumni in a variety of ways and through the assistance of sanctioned societies (10), affiliates (4), and networks (6).
- Guidelines for these groups are listed in our policies and procedures.
- There are differences in these groups related to:
  - Funding.
  - Staff support.
  - Participation in board meetings.
  - Promotion of activities.
  - Event liability.
Purpose of this Discussion

• Understand the differences between sanctioned societies, affiliates, and networks.
• Develop consensus around a consistent, equitable policy for addressing funding requests.
• Review issues of liability connected to planning of events.
• Solicit ideas from the board on how to increase alumni engagement.
• Determine if or where revisions, additions, or deletions are necessary within Alumni Association policies and procedures.
What is a Sanctioned Society?

• A group of alumni who share a central purpose, mission, background or activity not limited by geographic proximity.
  • Grown organically by volunteers.
  • Recognized as an alumni society by the UNCG Alumni Association.
  • Invited to participate in Alumni Association events.
  • Invited to participate in reunions and homecoming.
  • May be featured on the Association website.
  • May be linked on the Association’s Facebook page.
  • **May receive limited support for special events in conjunction with official Alumni Association events pursuant to board policy.**
What are our sanctioned societies?

- Greek Alumni
- Political Science Alumni Society
- LGBTQA Alumni Society
- Rugby Alumni Society
- Neo Black Society Alumni Society
- Aubrey Lee Brooks Scholars Alumni Society
- UNCG Native American Society
- Residential Community Society
- Vanguard
- GOLD
What is an Alumni Association Affiliate?

• An alumni association of UNCG Schools, Colleges, or Departments
  • Recognition requires approval by the UNCG Alumni Association.
  • Invited to participate in Alumni Association events.
  • Invited to participate in reunions and Homecoming.
  • May be featured on the Association’s website.
  • May be linked on the Association’s Facebook page.
  • **May receive monetary support for programming and promotion.**
  • May have a representative serve on the UNCG Alumni Association Board of Directors as an ex-officio member.
What are our Alumni Association Affiliates?

- UNCG Joseph M. Bryan School of Business and Economics Alumni Association.
- UNCG School of Nursing Alumni Association.
- UNCG School of Health and Human Sciences Alumni Association.
- UNCG School of Education Alumni Association.
What are alumni networks?

- Alumni networks connect graduates and friends to UNCG by engaging them through events that foster pride and create a lifelong connection to the University.
  - They provide a community where relationships can grow into strong common bonds.
  - They are open to UNCG alumni, parents, friends, fans, and students.
Alumni networks?

• May grow organically by volunteers or by support from Alumni Association staff.
• Recognition requires approval by the board.
• Invited to participate in Alumni Association events.
• Invited to participate in reunions and Homecoming.
• Will be featured on the Association’s website.
• Will be linked on the Association’s Facebook page.
• Will receive monetary support for programming and special events.
• Will receive staff support in programming and promotion.
What are our alumni networks?

- Regional networks:
  - The Triad.
  - The Triangle.
  - Charlotte.
  - Atlanta.
  - Washington.
  - New York.
Issue One-Assisting Sanctioned Societies

• Questions-
  • Under our Policies and Procedures affiliate groups and networks may receive “monetary support”.
    • This is not listed as an option for sanctioned societies.
    • Does the board wish to amend the Policies and Procedures to permit support beyond staff assistance and promotion?
    • If so, should there be a separate budget line item for such assistance?
    • How would the board define “limited assistance”?
  • Our Policies and Procedures specify limited assistance to sanctioned societies “In conjunction with official Alumni Association events pursuant to Board policy”.
    • Would the board like for this policy to be amended to permit requests for assistance to societies for events which are not “official Alumni Association events”?
    • What is the board’s understanding of the phrase “official Alumni Association events”?
Issue One-Assisting Sanctioned Societies

• Questions-
  • If the board decides assistance may be provided to a sanctioned society what form does the board desire such assistance to take?
  • Pay all bills up front, assume any loss where proceeds do not equal revenue, and return all excess where monies collected will be used for scholarships?
  • Retain some percentage of excess revenue collected?
  • Provide direct grants.
  • Provide matching grants.

• How would we publish these guidelines to all societies and affiliates and how often would we accept requests?
Issue One-Assisting Sanctioned Societies

• Question-
  • Does the board wish the Vanguard and Gold Societies (created by the Board) to be addressed in any way different than other societies?
  • Are Vanguard and Gold events now thought of as official “Alumni Association” events in terms of funding process and liability?
  • Should funding for these groups be a budget line item or would they be subject to separate requests for funding as with other societies?
Issue Two-Alumni Association Liability Concerns

• In defining an event as an “official Alumni Association event” there are liability implications.

• The Association maintains general liability and directors and officers insurance now and is in the process of obtaining “host liquor liability” to close a gap in coverage.
  • Under NC statutes non-profit corporations may indemnify individual directors (as is done in our by laws) but the Association must insure itself sufficient to cover potential liability.
  • The University assumes no liability for Alumni Association events held on or off campus and would not provide legal defense of the Association in any suit against it.
National Alumni Association Liability “Best Practices”

- Designate club members acting on the Association’s behalf as “additional insureds” in general liability policies.
- Maintain automobile insurance where directors travel on Association business.
- Maintain adequate “host liquor liability” insurance.
- Use only licensed caterers or vendors with liability insurance which names the Association as a third party insured.
  - Do not let any other persons serve alcohol on the Association’s behalf.
- Provide all groups participating in Alumni Association events with a memo which covers these areas.

- Question-Does the board wish to adopt these best practices?
Issue Two - Partnering With Affiliates

• Questions
  • Does the board wish to, in accordance with existing policies and procedures, set aside funds which could be requested by recognized affiliates in the form of direct grants?
    • Recall again, unlike sanctioned societies we may under existing guidelines fund assistance for other than “official Alumni Association” events.
      • There are no liability implications in this scenario.
  • Would the board like to consider other funding assistance?
    • Matching grants?
    • Seed money arrangements?
  • How much of a Priority are affiliate partnerships?
    • Recognize new affiliates will likely be added in the near term.
Issue Three-Funding Regional networks

- Current policies and procedures appear adequate to address funding of these organizations.

- Questions
  - What priority are regional networks to the board?
    - That is, should funding be maintained at current levels or increased?
  - Does the board wish to establish additional regional networks?
    - If so, what areas not now served should be included.
Issue Four-Request Forms

• Question-
  • After having discussed and voted on changes related to the questions previously discussed, does the board request the Executive Committee to draw up a request form which aligns with its actions today (pending formal approval at the next quarterly meeting)?