



# **ALUMNI**

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2017-2018 Alumni Leaders  
**HANDBOOK**

 **ALUMNI**

## **A BRIEF HISTORY OF THE WVU ALUMNI ASSOCIATION**

The WVU Alumni Association was founded on June 19, 1873 by 16 graduates who met in the University Chapel at the call of Reverend Alexander Martin, the University's first president. The group was composed of Marmaduke H. Dent (first president of the Alumni Association), Class of 1870; Oliver H. Dille, Class of 1871; William E. Jolliffe, Class of 1871; Benjamin W. Smith, Class of 1872; and these members of the Class of 1873: Daniel B. Purinton, Edmund T. Bullock, Taylor B. McClure, John T. Harris, Charles M. Babb, James T. Waters Jr., William T. Pritchard, James F. Brown, George P. Lynch, William L. Boughner, Thomas H. Price and Marcellus L. Temple, who signed the first constitution in that order.



## **ALUMNI LEADER CONDUCT**

Alumni leaders are ambassadors for WVU. In order to maintain the reputation for professional excellence of the Association and the University, volunteer leaders are expected to display good judgment, diplomacy and courtesy when dealing with constituents. We ask that you adhere to the highest standards of personal and professional ethics and sign a professionalism and personal conduct statement.



## A MESSAGE FROM THE WVUAA BOARD OF DIRECTORS CHAIR



Greetings to all WVU alums! It is a joy to introduce this handbook as your newly elected Chair of the Alumni Association Board of Directors. I feel deeply honored and privileged to have been given the gift of your trust. With this

in mind, I have two major goals.

First, I want to motivate WVU grads not residing in WV or who have enterprises outside of WV to use their business contacts and networks to establish businesses within the state and engage with WVU. We need to build upon the career successes of all graduates of WVU. My goal is to rekindle that vital connection and unleash the power and pride of giving back. My other goal, is to work with the administration, deans and faculty to encourage from day 1 of undergraduate or graduate matriculation, a deep sense of gratitude that translates into fidelity and generosity toward WVU as an alumnus.

With these goals and aspirations in mind, let me share some of my motivating precepts.

Some people think higher education is a right, and some people believe it to be a privilege—what I have come to realize is that a WVU education is both. We should all feel entitled to become the most we can be, which is what our university is here to help us achieve. And by becoming our most fully prepared selves, we are enabled to take on the challenges of life, to be good citizens and to have the strength and resilience to uplift others and elevate our communities and society as a whole. Thus,

our entitlements become highly charged with responsibility.

As your incoming Alumni Chair, I see it as my responsibility to fully awaken the WVU spirit in the over 200,000 currently-living WVU graduates wherever they currently reside, in service to the university's ongoing mission: "As a land-grant institution, the faculty, staff and students at West Virginia University commit to creating a diverse and inclusive culture that advances education, healthcare and prosperity for all by providing access and opportunity; by advancing high-impact research; and by leading transformation in West Virginia and the world through local, state and global engagement".

I could not be more excited, nor feel more fortunate, to work with WVU's extraordinary leadership team, including President Gordon Gee, Vice President Clay Marsh, WVU Foundation Chair Susan Brewer, WVU BOG Chair William Wilmoth, President & CEO WVU Foundation Cynthia Roth, and President & CEO WVU Alumni Association Sean Frisbee.

I look forward to interacting with all of you and sharing stories of Mountaineer glory; doing all I can to transfuse each and every one of us who has been blessed with a WVU education with an endless supply of that precious Mountaineer spirit that courses through our veins and unites us as one large extended family.

Malene S. Davis  
WVU Alumni Association Board of  
Directors Chair

## A MESSAGE FROM THE WVUAA PRESIDENT & CEO



It's truly an unprecedented time at West Virginia University. As we celebrate our 150th Anniversary we are also celebrating an Institution that is stronger than ever. From award-winning academics, to high-performing athletics,

record-breaking student enrollment, and the inclusion of West Virginia Tech and Potomac State into our Mountaineer family, WVU is on the move. Our future is bright and we believe the best is yet to come!

Likewise, our Alumni Association is on the move. Over the last year we've seen tremendous improvements in engagement, membership, communications, the roll out of new programs, and overall performance. However, we are only just beginning.

Whether you're a Director of the Alumni Association Board, Chapter Lead, Constituent Group Lead, Student Alumni Leader, College or School Alumni Lead, or staff, your role is crucial in helping the Association become the relevant, highly-valued organization that President Martin envisioned in 1873 and that we strive to become.

Now is the time for us to harness the knowledge, skills, wisdom, talents, and treasure of our alumni and bring those together with the excitement, energy, and momentum of the University. We are uniquely positioned to make this happen and if we do this well we will play a vital role in helping solve some of our biggest challenges.

Our Alumni, WVU, and the State not only need us to succeed, but they expect it.

**Activate the Network.** Our first step to success, and where we need your help this year, is turning our 200,000 graduates and 150,000 friends into an active network. At times our challenges can seem big, but so are our numbers and there is power in numbers. Whether helping a fellow Mountaineer settle into a new area or find a new job, growing prosperity for the State or solving the opioid epidemic, finding ways to fund new programs or build new scholarships, we can do it if we do it together. If we truly activate our network there is no holding us back.

This means we need to take our engagement of alumni, students, and friends to the next level. We need to find new approaches to connecting people to the University and to each other. We need to gather groups of talented people, virtually or physically, and think through our toughest challenges. By activating the network, we will help each other, our University and the state—everybody wins!

Our goals are big and our dreams are even bigger. That's how Mountaineers roll. Together we will find success!

Thank you very much for your commitment to the WVU Alumni Association. I am honored and humbled to serve with all of you and look forward to a successful year ahead.

Let's Go!

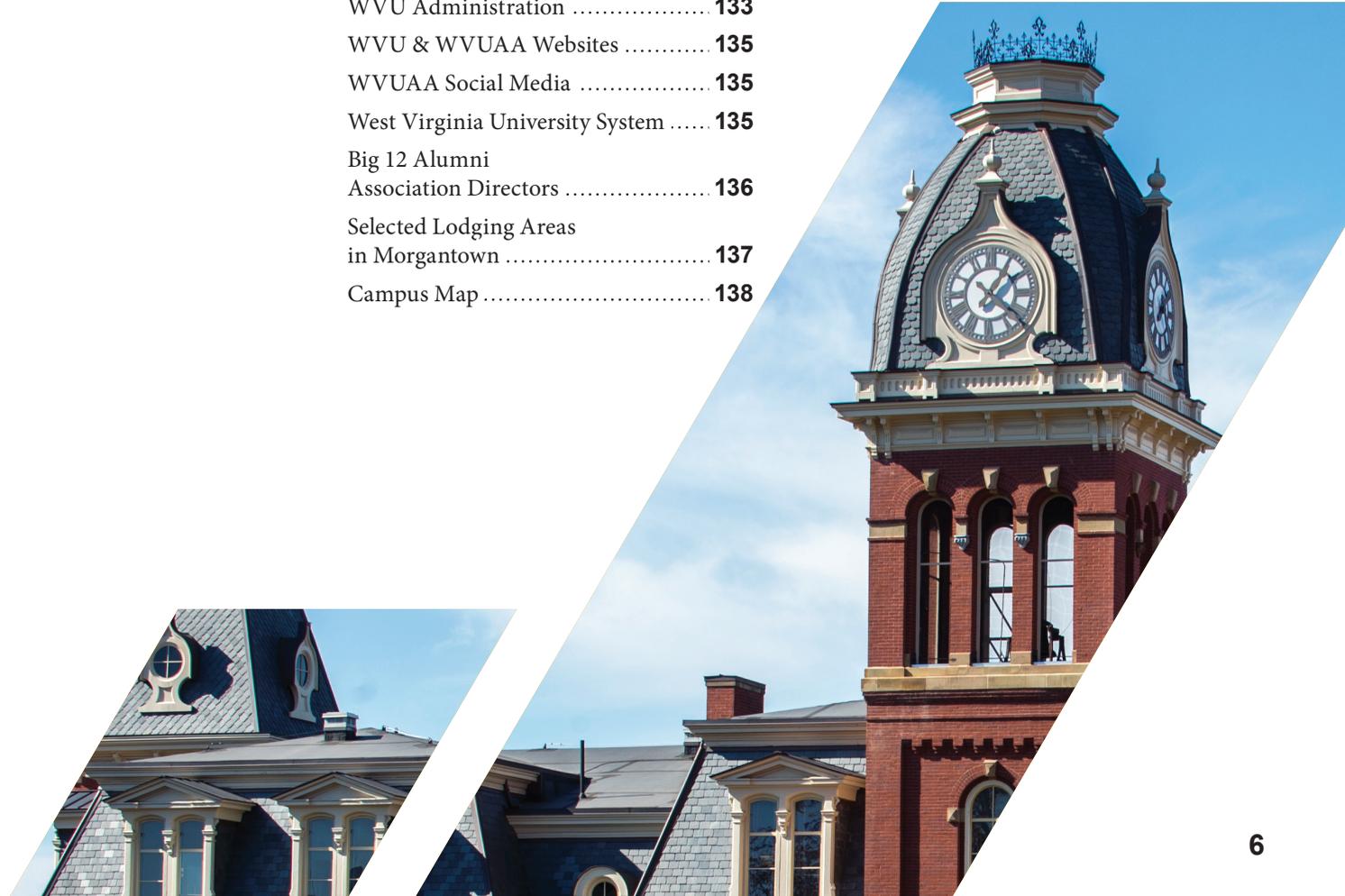
Sean M. Frisbee  
President & CEO

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# WVUAA MISSION, VISION, CUSTOMERS, AND GUIDING PRINCIPLES

## MISSION

The WVU Alumni Association provides life-long support to our alumni and friends and serves the interests of the University.

*Our mission statement has not changed significantly from the beginning. The original Mission Statement of the WVU Alumni Association dating back to 1873 is as follows:*

It's object is to cultivate friendship and better acquaintance among the alumni and to advance the interests of the University.

## VISION

To be the place where Alumni and friends find life-long support and the University its most avid allies.

## THOSE WE SUPPORT

- **Alumni & Friends** – Alumni are defined as those who attended the university, including graduates and non-graduates. Many West Virginians consider themselves Mountaineers—even though they did not attend West Virginia University. They provide tremendous support to the University, and we, in turn, support those friends of the University.
- **West Virginia University** – a critical element of the Alumni Association's role is to support the Institution itself — students, faculty and staff.
- **West Virginia** – West Virginia University is a land-grant institution created to support and serve the needs of the State. In turn, we do all that we can through our Alumni to also support the needs of West Virginia.

## GUIDING PRINCIPLES

In alignment with the values of West Virginia University including service, curiosity, respect, accountability and appreciation; the Alumni Association will aim to:

- **Provide world-class customer service** – We pride ourselves in offering high-quality service and programs with integrity and honesty.
- **Be innovative** – We aspire to keep our programs and services relevant to our constituents by employing creativity, innovation and flexibility.
- **Nurture loyalty, pride and tradition** – We work to strengthen the powerful attributes of loyalty, pride, and tradition that we see in our alumni, students, and friends who contribute to the excellence of West Virginia University.
- **Communicate openly** – We value open communication, both within the Alumni Association staff and among West Virginia University alumni, students, faculty, staff and friends.
- **Promote collaboration** – We seek partnerships with individuals and organizations, both on- and off-campus, to advance our mission and support our customers.
- **Build a positive team and family spirit** – We value and respect each other as individuals, work well together as a team, and respect each other's work/life balance. We work smart and play smart to cultivate a fun and exciting work environment.
- **Be passionate** – We are passionate about West Virginia University and about our work.
- **Be relevant** – We strive to be THE organization people turn to for alumni relations assistance and expertise.

# 2017-2018 GOALS AND OBJECTIVES

**GOAL 1:** Increase the number of engaged alumni and friends

**OBJECTIVE 1.1:** Grow membership by 10%

**OBJECTIVE 1.2:** Launch a mentoring/networking program

**OBJECTIVE 1.3:** Establish new events designed to attract non-engaged alumni

**OBJECTIVE 1.4:** Establish and staff the Engagement Directorate

**OBJECTIVE 1.5:** Establish a data analytics program that organizes and captures data from all sources

**OBJECTIVE 1.6:** Establish a system for specialized engagement of Old Gold members

**GOAL 2:** Improve the financial success of the Erickson Alumni Center

**OBJECTIVE 2.1:** Complete personnel and organizational restructure

**OBJECTIVE 2.2:** Develop new event opportunities to showcase the EAC

**OBJECTIVE 2.3:** Increase top-line revenue 15% over FY17 numbers

**OBJECTIVE 2.4:** Establish a food service operation that meets the service and financial needs of the Alumni Association

**GOAL 3:** Integrate and focus WVU-wide alumni affairs operations

**OBJECTIVE 3.1:** Improve communications among the Alumni Association, the alumni affairs personnel in colleges, schools, and the Deans

**OBJECTIVE 3.2:** Build an integrated calendar of events across all alumni affairs groups, Alumni Association, Chapters and constituent groups and make it assessable by all

**OBJECTIVE 3.3:** Reorganize the Health Science Center Alumni affairs office, create strategy for engaging HSC Alumni and set goals and objectives

**GOAL 4:** Build a thriving organization

**OBJECTIVE 4.1:** Establish a Memorandum of Agreement between WVU and the Alumni Association

**OBJECTIVE 4.2:** Establish formalized annual performance review and feedback cycle along with flow-down goals and objectives for Directors

**Key:** *Goal – Aspiration for the future of the WVU Alumni Association*

*Objectives – Measurable and quantifiable steps we need to take to achieve a goal*

**OBJECTIVE 4.3:** Establish a professional development plan for all staff members

**OBJECTIVE 4.4:** Establish an approach of engaging and gaining support from former Board Directors

**GOAL 5:** Improve support to Chapters and Constituent groups

**OBJECTIVE 5.1:** Formalize chapter and constituent groups charters and trademark/licensing agreements

**OBJECTIVE 5.2:** Build a one-stop-shopping approach for the Chapters to request support (e.g. speakers) from the University for their events

**OBJECTIVE 5.3:** Establish a Chapter support section on website

**GOAL 6:** Secure sufficient contributions to support the FY 18 budget including new programs and enhancements to existing programs

**OBJECTIVE 6.1:** To pay off the remaining debt of the Erickson Alumni Center (\$1.5 million) by December 2017

**OBJECTIVE 6.2:** To raise \$1 million for endowment of mentoring program

**OBJECTIVE 6.3:** To engage the Foundation in Alumni Association fundraising efforts

# ORGANIZATION AND GOVERNANCE

The WVU Alumni Association is an IRS Section 501c3 nonprofit incorporation registered in the State of West Virginia dedicated to keeping our more than 200,000 alumni connected and engaged in the life of WVU. The organization is governed by a 22 member Board of Directors including Sean Frisbee who is the eighth President and CEO of the Association.

## CONSTITUTION AND BYLAWS

*As amended June 2016*

### ARTICLE I. OFFICES

The principal office of the corporation shall be located in the City of Morgantown, County of Monongalia, and State of West Virginia. The Alumni Association may have such other offices and such other locations for its principal office as the Board of Directors may designate.

### ARTICLE II. DEFINITIONS

The word *Alumni Association* as used in these By-Laws hereinafter and in the charter, refers to the West Virginia University Alumni Association.

The word *University* as used in these By-Laws hereinafter refers to West Virginia University.

### ARTICLE III. MEMBERS

#### SECTION 1.

All former students who have been enrolled in any of the University courses, regardless of having received a degree, shall be known as West Virginia University alumni and shall be eligible for membership in the Alumni Association.

#### SECTION 2.

To be an active member of this Alumni Association for the period of any given year (July 1st to June 30th) an alumnus shall pay the annual dues for that year or have otherwise qualified for life membership as determined by the Board of Directors.

Payment of dues constitutes full membership, entitling the member to receive all publications of the corporation, eligibility to be elected to the Board of Directors of the corporation, and to all other privileges which the corporation may extend.

#### SECTION 3.

Members of the faculty, parents of students and alumni, spouses or friends of corporation members and friends of the University shall be eligible for associate membership upon payment of the required dues therefore, and, shall receive the publications of the Alumni Association and be entitled to all the privileges of active membership except the right to hold membership on the Board of Directors or to serve as officers of the corporation.

#### SECTION 4. DUES

The amount of the annual membership dues, terms of payment, and manner of collection thereof shall be prescribed by the Board of Directors. The annual dues shall cover the period of July 1st of one year to June 30th of the following year.

## ARTICLE IV. BOARD OF DIRECTORS

### SECTION 1. DIRECTORS

The governance of the corporation shall be vested in a Board of Directors comprised of minimum of twelve (12) and up to eighteen (18) elected members. Each elected Director shall have one vote. Directors shall be nominated by the Governance Committee and be elected by the majority vote of the Board of Directors of the Alumni Association present at the Annual Meeting. The corporation shall also have four (4) ex-officio Directors as hereafter provided who shall serve by reason of their office and who shall be non-voting members.

The membership of the Board shall be reflective of the diversity of the Alumni Association and the University graduates. Accordingly, the Board shall insure that its members represent a diverse stratification of membership providing diversity as to gender, race and geographic representation of the members of the Alumni Association.

### SECTION 2. TERM

Elected Directors shall serve a term of three (3) years, and shall succeed those Directors in the class whose term or renewal term expires at the end of the annual meeting at which elected. Ex officio Directors shall serve as long as they serve in the offices designated herein. No elected Director shall serve more than two (2) terms.

### SECTION 3. CLASSES

The voting members shall represent the following authorized classes:

- a. Nine (9) to fifteen (15) shall be elected as national directors consisting of both residents and non-residents of the State of West Virginia.
- b. One (1) shall be elected as the campus representative from W.V.U. faculty, staff or on-campus constituent alumni groups.
- c. One (1) shall be elected as a multi-cultural representative to represent cross-cultures of the University and alumni.
- d. One (1) shall be elected as a representative of the local Chapters of the Alumni Association.

### SECTION 4. VACANCIES

Any vacancy occurring in the number of elected Directors, and any Directorship to be filled by reason of an increase in the number of elected Directors, shall be filled upon nomination by the Governance Committee, as more particularly provided in Article VII, Section 5 of these By-Laws, and by a vote of a majority of the remaining Directors, though less than a quorum of the Board of Directors.

A Director elected to fill a vacancy will remain eligible for a full term in addition to the unexpired portion of his/her predecessor's current three (3) year term.

### SECTION 5. REMOVAL

An elected Director may be removed from membership on the Board of Directors with or without cause by majority vote of the members of the Board. An ex officio Director shall automatically be removed by reason of a change in status whereby such member no longer serves in the designated office whereby his successor shall automatically succeed to such ex-officio position. Any Director who is

## CONSTITUTION AND BYLAWS

### ARTICLE IV. BOARD OF DIRECTORS CONTINUED

absent from three (3) consecutive meetings of the Board of Directors, without being excused by the Board of Directors, may be removed by the Directors by affirmative vote and may be ineligible for re-election to the Board.

#### SECTION 6. EX OFFICIO DIRECTORS

The President/Chief Executive Officer of the Alumni Association, the President of West Virginia University, the Chairman of the Board of Directors of the WVU Foundation, Inc., and the President of the Student Alumni Association shall each be an ex officio, non-voting Director of the Alumni Association by reason of their office. In addition, the immediate past Chairman may serve a one (1) year term as an ex-officio, non-voting Director in the event such individual's term as a director expires simultaneously with the conclusion of his/her service as Chairperson. Voting privileges will be restored in the event that the Chairperson's second one-year elected term coincides with becoming a non-voting Director.

#### SECTION 7. COMPENSATION

Directors shall not receive compensation for service as Directors.

#### SECTION 8. CONFLICT OF INTEREST

Any director, officer, employee, or committee member having an interest in a contract or other transaction presented to the Board of Directors or a Committee thereof for authorization, approval, or ratification shall make a prompt, full and frank disclosure of his or her interest to the Board or Committee prior to its acting on such contract or transaction. The body to which such disclosure is made

shall thereupon determine, by majority vote, whether the disclosure shows that a conflict of interest exists or can reasonably be construed to exist. If a conflict is deemed to exist, such person shall, upon request, withdraw from the meeting so long as the matter shall be under consideration, shall not vote on, nor use personal influence on, nor participate (other than to present factual information or to respond to questions) in the discussions or deliberations with respect to, such contract or transaction. Such person may be counted in determining the existence of a quorum at any meeting where the contract or transaction is under discussion or is being voted upon. The minutes of the meeting shall reflect the disclosure made, the vote thereon and, where applicable, the abstention from voting and participation, and whether a quorum was present.

For the purposes of this Section, a person shall be deemed to have an "interest" in a contract or other transaction if he or she or a member of his or her immediate family or business partner or associate is the party (or one of the parties) contracting or dealing with the Corporation, or if he or she or a member of his or her immediate family is a director, trustee, or officer of, or has a significant financial or influential interest in, the entity contracting or dealing with the Corporation, or if he or she is otherwise reasonably likely to gain a significant financial or other personal benefit if the contract or transaction is approved. The Board may approve and require a periodic disclosure form to be completed by such individuals as the Board may designate.

## ARTICLE V. MEETINGS

### SECTION 1. REGULAR

Regular meetings of the Board of Directors shall be held at a specified facility not less frequently than quarterly on such days or at such other places as designated by the Chairperson of the Board or, in his absence, by the President; provided that at least three (3) days written notice of such date and/or place of meeting be mailed to each member of the Board of Directors. The attendance by a director at the meeting shall constitute a waiver of notice thereof.

### SECTION 2. ANNUAL

The meeting held during the fourth quarter of each fiscal year shall be the annual meeting of the Board of Directors. The annual meeting shall also be considered a regular meeting.

### SECTION 3. SPECIAL

Special meetings of the Board of Directors may be called by order of the Chairperson of the Board, the President, or by one-third of the directors. The Secretary shall give notice of the time, place and purpose of each special meeting by mailing the same at least three (3) days before the meeting or by telephoning the same at least one (1) day before the meeting to each director. The attendance by a director at the meeting shall constitute a waiver of notice thereof.

### SECTION 4. NOTICE

Notice of any meeting shall be given to each director at least three (3) days prior thereto by written notice delivered personally or mailed to each director at each director's address, or by electronic mail or facsimile. If mailed at least five (5) days prior to the date of meeting, such notice shall be deemed to be delivered when deposited in the United States Mail, properly addressed, with postage thereon prepaid.

### SECTION 5. WAIVER OF NOTICE

Any director may waive notice of any meeting. The attendance of a director at a meeting shall constitute a waiver of notice of such meeting except where a director attends a meeting for the express purpose of objecting to the transaction of any business because the meeting is not lawfully called or convened. Neither the business to be transacted at, nor the purpose of, any meeting of the Board of Directors need be specified in the notice or waiver of notice of such meeting, except as otherwise provided by statute.

### SECTION 6. QUORUM

A majority of the directors shall constitute a quorum for the transaction of business at any meeting of the Board of Directors, but if less than such majority is present at a meeting, a majority of the directors present may adjourn the meeting from time to time without notice. One or more directors may participate in a meeting of the Board by means of conference telephone or similar electronic communications equipment, provided that all persons participating in the meeting can hear each other. Such persons shall be counted in determining whether or not a quorum is present.

### SECTION 7. VOTING

Each director present or in attendance telephonically at an annual, regular, or special meeting shall be entitled to one vote. The act of the majority of the directors present or in attendance telephonically at a meeting at which a quorum is present shall be the act of the Board of Directors.

### SECTION 8. EXECUTIVE SESSION

The Board of Directors may be called in to Executive Session in the course of any meeting as provided in the agenda or by vote of the majority of those voting directors present. The Chairperson may excuse the President of the Alumni Association or any director or other person from such session as appropriate.

## CONSTITUTION AND BYLAWS

### ARTICLE VI. OFFICERS AND DUTIES

#### SECTION 1. OFFICERS

The officers of the Corporation shall consist of a Chairperson of the Board of Directors, a Vice Chair of the Board, a Treasurer, a Secretary and a President who shall be the Chief Executive Officer. The first four named officers shall be elected annually by and from the Board of Directors. Before being eligible for election to office, a Director must have served at least one (1) year as a member of the Board. Election of officers shall be by the Board of Directors, except as otherwise provided herein. Such other officers and assistant officers as may be deemed necessary may be elected or appointed by the Board.

#### SECTION 2. TERM OF OFFICE

Each officer shall hold office for a term of one (1) year, and thereafter until his/her successor shall be duly elected and qualified, except that any officer who is also an employee of the corporation shall serve for the term specified in his/her employment agreement. No officer, except one who is an employee, shall be eligible to serve more than two (2) terms. All officers and agents elected or appointed by the Board of Directors may be removed at any time by the affirmative vote of a majority of the full Board of Directors. All agents and employees appointed by an officer shall hold office at the discretion of the officer appointing them. If any office becomes vacant for any reason, the vacancy shall be filled by the Board of Directors.

#### SECTION 3. CHAIRPERSON

The Board of Directors, at its annual meeting, shall elect from its membership, by majority vote, a Chairperson. The Chairperson of the

Board of Directors shall preside at all regular and special meetings during the year of his/her election, and shall perform all duties customarily required of a Board of Directors Chairperson, including any duties additionally assigned by the Board of Directors; and shall so perform subject to the direction of the Board of Directors. The Chairperson shall also be Chairperson of the Executive Committee and shall be member ex-officio of all committees save the Governance Committee.

#### SECTION 4. VICE CHAIR

The Board of Directors, at its annual meeting, shall elect from its membership the Vice Chair by a majority vote and the Vice Chair shall assume the responsibilities and perform the duties of the Chairperson in the absence of the Chairperson. The Vice Chair may succeed himself/herself on an annual basis for so long as properly elected.

#### SECTION 5. THE PRESIDENT

The President shall be the chief executive officer of the corporation, and, subject to the Board of Directors, shall have general control and management of the business and affairs of the corporation. He or she may sign, execute and deliver in the name of the corporation contracts, bonds and other obligations and shall perform such other duties as may be prescribed from time to time by the Board of Directors or by the By-Laws. The President shall be appointed to his/her position by the Board of Directors and shall serve at the pleasure of the Board of Directors. The person so serving may succeed himself/herself as often as so appointed by the Board of Directors.

#### SECTION 6. THE SECRETARY

The Secretary of the corporation shall be its recording officer and shall be present at all meetings of the Board of Directors, and shall keep the minutes of such meetings in books provided for that purpose, and sign the minutes of the meetings. The Secretary shall have charge of the minute books, corporate seal, charter, and all other important books, records, writings, and papers of the corporation. The Secretary shall give, or cause to be given, the required notices of all meetings of directors and all other notices required by law or by these bylaws. In case of the Secretary's absence or refusal or neglect so to do, any such notice may be given by any person so directed by the Chairperson, or by the directors upon whose request the meeting is called. The Secretary shall perform such other duties as are incident to his/her office and as may be assigned to him/her by the Board of Directors.

#### SECTION 7. THE TREASURER

The Treasurer shall have the custody of the corporate funds and securities and shall keep full and accurate accounts of receipts and disbursement in books belonging to the corporation, and shall deposit all moneys and other valuable effects in the name and to the credit of the corporation in such depositories as the Treasurer may designate or as may be designed by the Board of Directors. The Treasurer shall disburse the funds of the corporation in payment of just demands against the corporation, or as may be ordered by the Board, taking proper vouchers for such disbursements, and shall render to the directors, at the meetings of the Board, or whenever they may require it, an account of all his/her transactions as Treasurer and of the financial condition of the corporation. The Treasurer shall chair the Audit and Finance Committee and shall perform such other duties as may be prescribed by the Board of Directors.

#### SECTION 8. BONDS

All officers of the corporation and all other corporate employees having access to corporate funds shall be required to give a bond to the corporation conditioned on the faith of performance of their respective duties in such amounts and with such sureties and upon other conditions as may be required by the Board of Directors from time to time. The Board shall direct the corporation to pay any premium or premiums thereon.

### ARTICLE VII. COMMITTEES

#### SECTION 1. APPOINTMENT AND AUTHORITY

Except as otherwise provided herein, the Chairperson shall appoint the members and chair of the standing and special committees provided for herein or by Board resolution. Each committee shall consist of more than two directors, and may include employees or members of the public who are not Board members. The authority of each committee shall be as set forth in these bylaws or in the resolution establishing it, subject to the limitations imposed by law. All committee appointments shall be made at the annual meeting of the Board.

#### SECTION 2. MEETINGS

Regular meetings of the committees of the Board may be held at such times and places and with such notice as each committee may designate from time to time. Any action that could be taken at a regular meeting may be agreed upon by a conference call in which a majority of the members of the committee participate. Special meetings of a committee may be called by the committee chair or by a majority of the members thereof upon not less than two (2) days written notice, unless such notice is waived by all members of the committee.

**CONSTITUTION AND BYLAWS**

**ARTICLE VII. COMMITTEES CONTINUED**

**SECTION 3. VOTING**

A majority of the members of the committee shall constitute a quorum, and the action of a majority of the members present or in attendance telephonically at a meeting at which a quorum is present shall be the action of the committee.

**SECTION 4. EXECUTIVE COMMITTEE**

The Executive Committee shall consist of the following people, for so long as they retain their respective offices.

- a. Chairperson of the Board of Directors who shall act as Chairperson of the Executive Committee;
- b. Vice Chair of the Board of Directors;
- c. Secretary of the Board of Directors;
- d. Treasurer/Chairperson of the Audit Committee;
- e. Immediate Past Chairperson of the Board;
- f. One (1) at large Board member.

The Committee shall keep the minutes of such meetings, and shall send a report of such minutes to each Director within ten (10) days of each Executive Committee meeting.

The Committee shall have specific duties of general corporation management oversight and evaluation, personnel appointment and evaluation, within limits imposed by the bylaws, have and exercise the power and all the authority of the Board of Directors between meetings of the Board of Directors, with the exception of those matters herein

or hereafter delegated to other committees. The Committee, when necessary, will review the Board of Directors organization, operation, membership, and attendance to ensure maximum effectiveness of the Board and to make such recommendations from time to time as in its judgment shall help to accomplish the objectives of the Foundation.

The Committee shall review and recommend human resources procedures, policies, benefit programs and salaries of the staff upon consultation with the President.

The Committee, when necessary, will appoint ad hoc committees to address specific and temporary organizational needs.

Resource staff for the Executive Committee will be the President of the Alumni Association.

**SECTION 5. GOVERNANCE COMMITTEE**

The Governance Committee shall consist of three or more directors appointed by the Chairperson with approval of the Board. The Committee shall:

- a. recommend to the full Board at the annual meeting or, as necessary, the names of persons to fill Board vacancies, additional Board members, and officers of the Alumni Association. The Committee shall recommend qualified nominees for the memberships in accordance with such election criteria and expectations as may be adopted from time to time by the Board. In the event of a member vacancy due to death, resignation, or other circumstances, the Governance Committee may nominate at any time a candidate for the vacancy;

- b. monitor, oversee and review compliance by the directors, officers and employees of the Alumni Association with (i) the Alumni Association's Code of Conduct and Ethics, and (ii) such other applicable policies of the Alumni Association as the Committee or the Board deems necessary or desirable;
- c. recommend to the Board changes, alterations and modification to the bylaws and organizational documents of the Alumni Association as may be necessary for the growth, development and expansion of the Alumni Association;
- d. lead the Board in its annual review and evaluation of the Board's performance; and
- e. develop a management succession plan for the Alumni Association.

Resource staff for the Governance Committee will be the Chief Operating Officer of the Alumni Association.

**SECTION 6. AUDIT AND FINANCE COMMITTEE**

The Audit and Finance Committee shall be chaired by the Treasurer. This committee shall have the responsibility:

To cause an examination to be made of the annual financial statements and internal management and control systems of the corporation by an independent auditor selected by this committee. This committee shall meet at least annually with such auditors to review the audit programs and report, and the results of the audit shall be reported to the Board of Directors.

To develop an annual revenue and expense budget for the Alumni Association's operations for submittal to the Board of Directors, and subsequent quarterly monitoring and reporting of budget performance.

To provide general management oversight and evaluation of all assets and liabilities of the corporation, and, within limits imposed by the bylaws, have and exercise the power and all authority of the Board of Directors with respect to the same between meetings of the Board of Directors.

Resource staff for the Audit and Finance Committee will be the Chief Operating Officer and Chief Financial Officer of the Alumni Association.

**SECTION 7. OUTREACH AND PROGRAMS COMMITTEE**

The Outreach/Programs Committee oversees all on-going projects and programs within the Association including communications, database maintenance, advanced technology, specific events and activities, both on-campus and off-campus, special weekends, etc.

The Committee approves all membership solicitations and promotional efforts. In addition, the committee monitors membership income and makes dues structure recommendations to the Audit and Finance Committee. The committee also oversees all merchandising programs, special offerings, membership benefits, membership services, etc.

The Committee also oversees alumni chapters, constituent groups, regional contacts, Mountaineer Ambassadors and associated regional, national and international programming and special events.

Resource staff for the Committee is the Marketing and Communications Director and the Outreach Officer.

## CONSTITUTION AND BYLAWS

### ARTICLE VII. COMMITTEES CONTINUED

#### **SECTION 8. ALUMNI CENTER COMMITTEE**

The Alumni Center Committee oversees the operation, maintenance, and marketing of the Erickson Alumni Center. Such items include monitoring sales reports, scheduled bookings, equipment expenditures, and potential construction, renovation, and design. The committee absorbs the responsibilities of the current Interior Design Committee.

The resource person is the Assistant Director-Facilities who is responsible for sale and operation of the Alumni Center.

#### **SECTION 9. DEVELOPMENT COMMITTEE**

The Development Committee oversees the Association's development program. In coordination with the Finance Committee, the Development Committee will set annual fundraising goals. The Committee is responsible for recommending annual and long-term donor identification, cultivation, solicitation and stewardship strategies and will monitor progress toward meeting annual goals.

The resource person for the Resource Development Committee is the Director of Development.

#### **SECTION 10. RULES OF PROCEDURE**

The Board of Directors and the members of any committee shall fix rules of procedure which shall not be inconsistent with these By-Laws. All action by committees, other than the Executive Committee, shall be reported to the Executive Committee which, in turn, shall report to the Board of Directors at a subsequent meeting. All actions by committees shall be subject to revision, alteration and approval by the Board of Directors, provided, however, that no rights or acts of third parties shall be affected by any such revision or alteration.

The President, or his designee in his absence, shall serve as secretary of all standing ad hoc committee meetings of the Board of Directors and shall be responsible for maintaining minutes of all such meetings and shall perform all such duties necessary or incidental to such position.

### ARTICLE VIII. INDEMNIFICATION OF OFFICERS AND DIRECTORS

#### **SECTION 1. ACTS OF EMPLOYEES, AGENTS, OR REPRESENTATIVES**

The Board of Directors and the Officers of the corporation, both collectively and individually, shall not be liable for the acts, neglects or defaults of any employee, agent or representative of the corporation who shall have been selected with reasonable care and in good faith, nor for anything done or not done in good faith, including errors in judgments, acts done or committed on advice of counsel, or mistakes of fact or law.

#### **SECTION 2. ACTS OR OMISSIONS OF MEMBERS, DIRECTORS AND OFFICERS**

Each present, former and future member, director and officer of the corporation shall be entitled without prejudice to any other rights he or she may have, to be reimbursed by the corporation for, and indemnified by the corporation against all liability and expense (including, without limitation, legal expenses) hereafter reasonably incurred by him or her in connection with any claim, action, suit or proceeding of whatever nature in which he or she may be involved as a party or otherwise by reason of having served before or after the date of the adoption of these By-Laws as a member, director, or officer of the corporation or by reason of any action alleged to have been

theretofore or thereafter taken or omitted by him or her as any such member, director or officer, whether or not he or she continues to be such member, director or officer, including amounts paid or incurred in connection with reasonable settlements made with a view of curtailment of costs of litigation and with the approval of a majority of the directors of the corporation then in office, other than those involved, whether or not such majority constitutes a quorum. The Corporation and its members, directors, officers, employees and agents shall not be liable to anyone for making any determination as to the existence or absence of liability, or for making or refusing to make any payment hereunder on the basis of such determination, or for taking or omitting to take any other action hereunder, in reliance upon the advice of counsel.

#### **SECTION 3. INSURANCE**

The corporation shall procure and place into force and affect such insurance as shall be sufficient to provide indemnity for the Board and its Officers against the effect of any suit or other proceeding against them, either collectively or individually, and arising as the result of their, his or her official duties as a member of the Board of Directors. The corporation may purchase and maintain insurance on behalf of any person who is or was a representative or agent of the corporation, or is or was serving at the request of the corporation as a representative of another corporation, partnership, joint venture, trust or other enterprise against any liability asserted against him and incurred by him in any such capacity, or arising out of his status as such, whether or not the corporation has the power to indemnify him against such liability under the laws of this or any other state.

### ARTICLE IX. CONTRACTS AND INSTRUMENTS GENERALLY LOANS, CHECKS, AND DRAFTS

#### **SECTION 1. CONTRACTS AND INSTRUMENTS GENERALLY**

The Board of Directors may authorize any officer or officers, agent or agents, to enter into any contract or execute and deliver any instrument in the name of and on behalf of the corporation, and such authority may be general or confined to specific instances.

#### **SECTION 2. LOANS**

No loans shall be contracted on behalf of the corporation and no evidence of indebtedness shall be issued in its name unless authorized by a resolution of the Board of Directors. Such authority may be general or confined to specific instances. The Board of Directors may encumber and mortgage real estate, and pledge, encumber, and mortgage stocks, bonds, and other securities and other personal property of all types, tangible and intangible, and convey any such property in trust or otherwise to secure the payment of corporate obligations.

#### **SECTION 3. CHECKS, DRAFTS, ETC.**

All checks, drafts, or other orders for the payment of money, notes, or other evidences of indebtedness issued in the name of the corporation shall be signed by such officer or officers, agent or agents of the corporation and in such manner as shall from time to time be determined by resolution of the Board of Directors.

#### **SECTION 4. DEPOSITS**

All funds of the corporation not otherwise employed shall be deposited from time to time to the credit of the corporation in such banks, trust companies, or other depositories as the Board of Directors may select.

### ARTICLE X. SEAL

## CONSTITUTION AND BYLAWS

The seal of the Alumni Association shall consist of a circular die with the name of the Alumni Association around the outer edge and the word “SEAL” in the center thereof.

### ARTICLE XI. AMENDMENTS

These By-Laws may be altered, amended, repealed, or added to by two-thirds (2/3) vote of the Board of Directors then in office at any regular or special meeting of the Board of Directors.

### ARTICLE XII. FISCAL YEAR

The fiscal year of the Alumni Association shall be from July 1 through the following June 30. The fiscal year of the corporation may be fixed and may be changed from time to time by resolution of the Board of Directors.

### ARTICLE XIII. WAIVER OF NOTICE

Whenever any notice is required to be given to any director of the corporation under the provisions of these bylaws or under the provisions of the articles of incorporation or by law, a waiver thereof in writing signed by the person or persons entitled to such notice, whether before or after the time stated therein, shall be deemed equivalent to the giving of such notice.



## AFFILIATED ORGANIZATIONS



### THE 1873 SOCIETY

The 1873 Society, founded Jun 2, 2017, recognizes West Virginia University Alumni Association former Chairs (previously Presidents) and Presidents/CEOs (previously Executive Directors) for their continuing efforts on behalf of the University and the Alumni Association.

### THE 1873 SOCIETY CREED

We, the former leaders of the West Virginia University Alumni Association and Board of Directors, through membership in this newly formed society, recommit ourselves this day to the work and aspirations of the Association. We pledge to work alongside the Association staff and board as they strive to make West Virginia University stronger, provide opportunities for others to experience West Virginia, be the voice of history and traditions of the Association, and help West Virginia University carry out its mission and vision.

We further accept the following responsibilities of 1873 Society membership:

- a. To strengthen the connections among former Board members, the West Virginia Alumni Association, and the University

- b. To establish an ongoing relationship with the Alumni Association
- c. To serve in an advisory capacity to the association

We ultimately pledge our ongoing loyalty to and support of West Virginia University and the West Virginia University Alumni Association.

### BOARD OF DIRECTORS CHAIRS

! An \* means that they are deceased.

1. 1873-1876 Marmaduke H. Dent, '70\*
2. 1876-1877 William E. Jolliffe, '71\*
3. 1877-1878 Thomas H. Price, '73\*
4. 1878-1881 I. C. White, '72\*
5. 1881-1882 J. M. Lee, '78\*
6. 1882-1885 Joseph H. Hawthorne, '77\*
7. 1885-1886 James H. Stewart, '82\*
8. 1886-1887 J. S. Stewart, '77\*
9. 1887-1888 M. L. Temple, '73\*
10. 1888-1889 B. S. Morgan, '78\*
11. 1889-1891 Thomas E. Hodges, '81\*
12. 1891-1892 Waitman T. Barbe, '84\*
13. 1892-1894 Marmaduke H. Dent, '70\*
14. 1894-1897 James H. Stewart, '82\*
15. 1897-1898 A. G. Dayton, '78\*
16. 1898-1899 J. R. Trotter, '91\*
17. 1899-1900 J. F. Brown, Jr., '73\*
18. 1900-1903 Marmaduke H. Dent, '70\*
19. 1903-1905 J. R. Trotter, '91\*
20. 1905-1906 Dennis M. Willis, '99\*
21. 1906-1907 Frank Cox, '83\*

22. 1907-1908 A. G. Dayton, '78\*
23. 1908-1909 Thomas P. Jacobs, '74\*
24. 1909-1910 George S. Laidley, '76\*
25. 1910-1911 H. G. Stoetzer, '99\*
26. 1911-1912 H. C. Ogden, '87\*
27. 1912-1913 C. W. Lynch '74\*
28. 1913-1916 E. G. Smith, '89\*
29. 1916-1919 George M. Alexander, '92\*
30. 1919-1920 H. L. Robinson, '84\*
31. 1920-1923 Kemble White, '94\*
32. 1923-1924 I. C. White, '72\*
33. 1924-1925 Walter R. Thurmond, '05\*
34. 1925-1927 George S. Laidley, '76\*
35. 1927-1929 R. E. Talbott, '93\*
36. 1929-1931 J. William Cummins, '05\*
37. 1931-1932 F. Witcher McCullough, '16\*
38. 1932-1933 George W. Jackson, '28\*
39. 1933-1934 Lewis H. Miller, '17\*
40. 1934-1935 Gory Hogg, '94\*
41. 1935-1936 William G. Thompson, '28\*
42. 1936-1937 Brooks Fleming, Jr., '09\*
43. 1937-1938 Houston G. Young, '06\*
44. 1938-1939 Charles E. Hodges, '13\*
45. 1939-1940 Margaret Buchanan Cole, '06\*
46. 1940-1941 Raymond E. Salvati, '22\*
47. 1941-1942 Robert G. Kelly, '23\*
48. 1942-1943 H. H. Rose, '06\*
49. 1943-1944 James M. Guiher, '17\*
50. 1944-1945 William P. Lehman, '24\*
51. 1945-1946 J. French Robinson, '15\*
52. 1946-1947 Charles P. Mead, '28\*
53. 1947-1948 Robert H.C. Kay, '23\*
54. 1948-1949 W. Holt Wooddell, '29\*
55. 1949-1950 H. H. Dyer, '24\*
56. 1950-1951 Milford L. Gibson, '35\*
57. 1951-1952 Clay Miller, '27\*
58. 1952-1953 Latelle M. LaFollette, '27\*
59. 1953-1954 L. E. Neal, '32\*
60. 1954-1955 Robert E. Schenk, '27\*
61. 1955-1956 Nickell Kramer, '27\*
62. 1956-1957 Herbert S. Boreman, '20\*
63. 1957-1958 Okey B. Glenn, '23\*
64. 1958-1958 F. F. McIntosh, Jr., '21\*
65. 1958-1960 J. Ray Fredlock, '24\*
66. 1960-1961 W. Lyle Jones, '30\*
67. 1961-1962 Paul O. Summers, '29\*
68. 1962-1963 A. Hale Watkins, '32\*
69. 1963-1964 Dennis L. McElroy, '27\*
70. 1964-1965 Thomas S. Smith, Jr., '44\*
71. 1965-1966 Richard H. Ralston, '30\*
72. 1966-1967 Thomas A. White, '43\*
73. 1967-1968 C. E. Goodwin, '40\*
74. 1968-1969 Hale J. Posten, '24\*
75. 1969-1970 Donovan F. Randolph, Jr., '49\*
76. 1970-1971 Richard E. Ford, '51\*
77. 1971-1972 Vincent V. Chaney, '36\*
78. 1972-1973 John R. Morris, '34\*
79. 1973-1974 George H. Seibert, Jr., '37\*
80. 1974-1975 Paul B. Martin, '36\*
81. 1975-1976 Jack T. Gocke, '38\*
82. 1976-1977 Earl E. Anderson, '40\*
83. 1977-1978 Robert A. Crawford, '39\*
84. 1978-1979 Andrew L. Clark, '47\*
85. 1979-1980 J. Reginald Dietz, '53
86. 1980-1981 Jeanette Abdoney Sites, '61
87. 1981-1982 Clark B. Frame, '53
88. 1982-1983 Judge Charles H. Haden II, '58\*
89. 1983-1984 David A. Santrock, '63

## FORMER BOARD OF DIRECTORS CHAIRS CONTINUED

90. 1984-1985 Lucy Bowers Wilson, '50\*
91. 1985-1986 George B. Vieweg, III, '61
92. 1986-1987 P. Kim Reid, '74
93. 1987-1988 James H. Agee, '48\*
94. 1988-1989 John R. Hoblitzell, '70
95. 1989-1990 Kay Huffman Goodwin, '63
96. 1990-1991 John R. Strong, '70
97. 1991-1992 K. W. Gilpin, '69
98. 1992-1993 Vaughn L. Kiger, '66\*
99. 1993-1994 Dr. Ronald L. Wilkinson, '64
100. 1994-1995 C. Elton Byron, Jr., '63
101. 1995-1996 Robert C. Mean, '60
102. 1996-1997 John C. Skinner, '63
103. 1997-1998 Royce Heiskell Keller, '67
104. 1998-1999 David K. Hendrickson, '77
105. 1999-2000 H.G. "Chip" Shaffer, '79
106. 2000-2001 James S. Wilson, '63
107. 2001-2002 Stephen P. Goodwin, '69\*
108. 2002-2003 Glenn T. Adrian, '83
109. 2003-2004 Judge Irene Berger, '76
110. 2004-2005 James F. Fagan, '66\*
111. 2005-2007 James C. Gardill, '73
112. 2007-2008 Douglas R. Van Scoy, '66
113. 2008-2009 Charles D. Brown, '80
114. 2009-2010 Michael A. Petruski, '74
115. 2010-2011 Nancy DiPaolo, '76
116. 2011-2013 Jack Rossi, '70
117. 2013-2015 John Fahey, '84
118. 2015-2016 Christine McCartney, '96
119. 2016-2017 Henry Woodrow "Woody" Thrasher, '78

### ALUMNI ASSOCIATION PRESIDENT & CEOS

1. 1922-1935 F. Roy Yoke, '03 (first full-time President)
2. 1935-1938 Roy M. Hawley, '26
3. 1938-1976 David W. Jacobs, '31
4. 1976-1977 Donovan F. Randolph, Jr. '49
5. 1977-1982 James R. McCartney '41
6. 1982-1988 Richard R. Polen, '79
7. 1988-2016 Stephen L. Douglas, '68
8. 2016-Present, Sean M. Frisbee, '89

### CURRENT WVU ALUMNI BOARD MEMBERS

- J. Robert Alsop
- Dianne D. Anderson
- William N. Beynon
- Susan Brewer
- Malene S. Davis
- Charles E. Emanuel
- Stephen B. Farmer
- E. Gordon Gee
- R. Dean Hartley
- James W. Harvey
- Cassandra R. Henson
- Terri C. Hornsby
- Michael A. John
- Sharon Martin
- Christine M. McCartney
- Morris Morrison
- Casey Rentch
- Richard A. Stephens
- Henry W. Thrasher

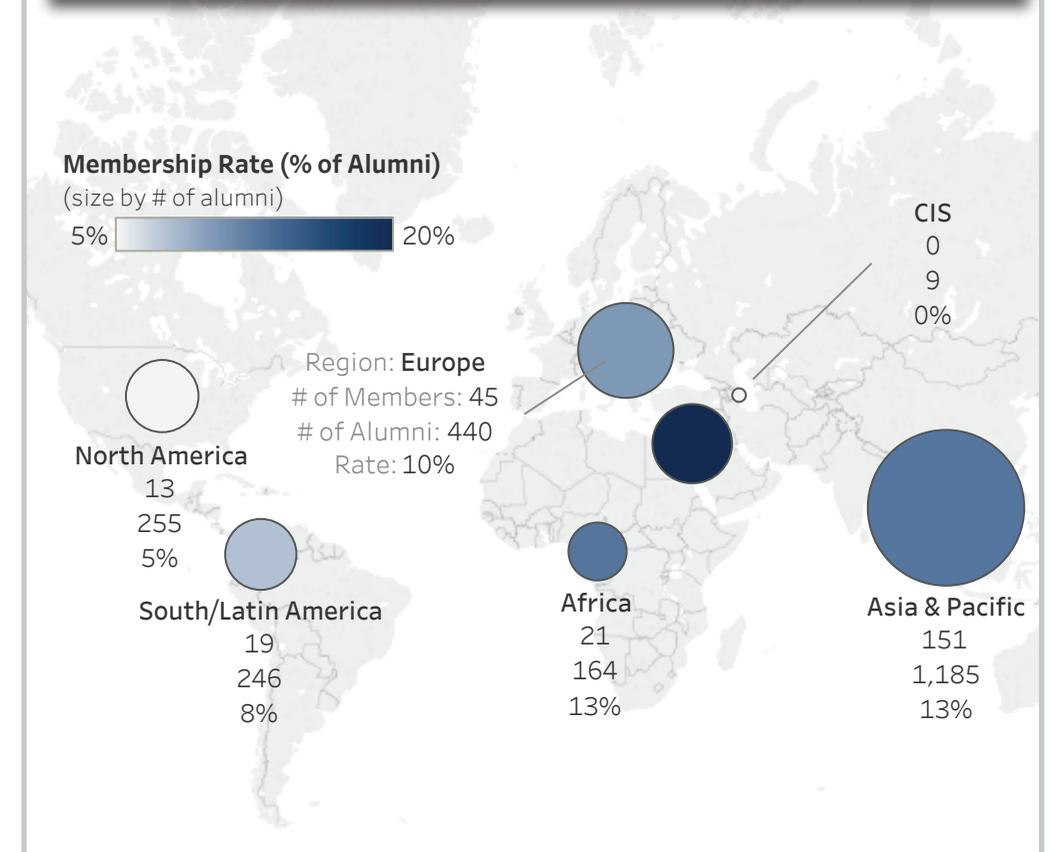
### FORMER WVU ALUMNI BOARD MEMBERS

- Glenn T. Adrian
- Willie D. Akers
- David B. Alvarez
- Earl E. Anderson\*
- Barbara L. Bean
- Todd M. Beckwith
- Irene C. Berger
- Dana D. Brooks
- Charles D. Brown
- John A. Buchanan
- Jay M. Bucklew\*
- Neil S. Bucklew
- Gary L. Bunn
- Ray A. Byrd
- C. Elton Byron
- Samuel J. Cann
- Dianne S. Cary
- Paul L. Clausell
- J. Reginald Dietz
- Nancy M. DiPaolo
- Stephen L. Douglas\*
- J. William Douglas
- Michael A. Ellington
- David A. Faber
- James J. Fagan\*
- John T. Fahey
- Philip J. Faini
- Joy L. Faini Saab
- Kathy L. Ferrell
- Richard E. Ford\*
- Clark B. Frame
- C. Michael Fulton
- James C. Gardill
- Michael S. Garrison
- Phillip D. Gaujot
- K. W. Gilpin
- Darin L. Gilpin
- Kathleen H. Goodwin
- Deborah J. Green
- David K. Hendrickson
- James L. Herndon
- Jonathan R. Hickey
- David L. Hill
- John R. Hoblitzell
- Johnathan M. Holifield
- Heather H. Jones
- Ronald P. Justice
- Irene M. Keeley
- Royce H. Keller
- William F. Kennedy
- Vaughn L. Kiger\*
- Robert B. King
- Peggy B. Kinnaird
- Melissa Bucci Laue
- Stephanie E. Lane
- Carolyn B. Lewis
- John Mallory
- Robert C. Mead
- Holly J. Metz
- Karen E. Miles
- Herman L. Moses
- Ralph D. Newbanks
- Phyllis M. Osenton
- Gary R. Pell
- Michael A. Petruski
- Charles S. Piccirillo
- Richard A. Pill
- Shelia S. Price
- Arthur J. Pugh
- P. K. Reid
- Robert L. Reynolds
- William B. Richardson
- Elizabeth L. Ross
- Jack Rossi
- F. Scott Rotruck
- James J. Rowe
- David A. Santrock
- Harry G. Shaffer
- William L. Sims
- Jeanette A. Sites
- Douglas J. Skaff
- John C. Skinner
- Patricia A. Smith
- Norton P. Smith
- H. Mendel Spears
- Ann W. Strader
- John H. Strong
- Lionel S. Taylor
- James W. Thomas
- Douglas F. Townshend
- Richard E. Tyson\*
- Deanie Van Camp
- Douglas R. Van Scoy
- George B. Vieweg
- Booker T. Walton
- Alfred F. Ware
- Kimberly A. Weaver
- Joseph A. Wells
- David A. Whiston
- Norman W. White
- Ronald L. Wilkinson
- James S. Wilson

# ALUMNI AROUND THE WORLD

EXCLUDING UNITED STATES

Rank	Country	# of Members	# of Alumni	Rate
	<b>Grand Total</b>	<b>332</b>	<b>2,902</b>	<b>11%</b>
1	India	62	293	21%
2	Saudi Arabia	36	173	21%
3	China	32	250	13%
4	Military	22	296	7%
5	Iran	13	43	30%
6	Canada	12	239	5%
	Spain	12	110	11%
8	Kuwait	8	46	17%
	Nigeria	8	45	18%
	Oman	8	11	73%



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## ALUMNI AROUND THE WORLD (CONTINUED)

Rank	Country	# of Members	# of Alumni	Rate	
11	Japan	7	193	4%	
	United Kingdom	7	66	11%	
13	Malaysia	6	77	8%	
14	Indonesia	5	16	31%	
	Thailand	5	58	9%	
16	Argentina	4	13	31%	
	Brazil	4	24	17%	
	Turkey	4	27	15%	
19	Australia	3	35	9%	
	Colombia	3	31	10%	
	Ghana	3	7	43%	
	Italy	3	29	10%	
	Nepal	3	12	25%	
	Russia	3	8	38%	
	25	Bahrain	2	5	40%
		Burkina Faso	2	3	67%
Costa Rica		2	9	22%	
Ethiopia		2	5	40%	
France		2	19	11%	
Germany		2	65	3%	
Guam		2	9	22%	
Libya		2	12	17%	
Philippines		2	9	22%	
Puerto Rico		2	71	3%	
Serbia		2	5	40%	
South Africa		2	6	33%	
Sri Lanka		2	11	18%	
Sweden		2	11	18%	
Taiwan		2	66	3%	
United Arab Emirates		2	14	14%	
Zimbabwe		2	3	67%	

Rank	Country	# of Members	# of Alumni	Rate
42	Albania	1	2	50%
	Angola	1	1	100%
	Austria	1	5	20%
	Bangladesh	1	6	17%
	Bermuda	1	16	6%
	Chile	1	4	25%
	El Salvador	1	2	50%
	Estonia	1	9	11%
	Greece	1	8	13%
	Iraq	1	5	20%
	Ireland	1	5	20%
	Ivory Coast	1	6	17%
	Jamaica	1	4	25%
	Jersey	1	1	100%
	Jordan	1	13	8%
	Mongolia	1	1	100%
	Northern Mariana Islan..	1	7	14%
	Norway	1	4	25%
	Peru	1	10	10%
	Singapore	1	9	11%
	Slovakia	1	1	100%
	South Korea	1	39	3%
	Syria	1	1	100%
Tunisia	1	2	50%	
Vietnam	1	6	17%	

We have alumni in  
**138**  
countries

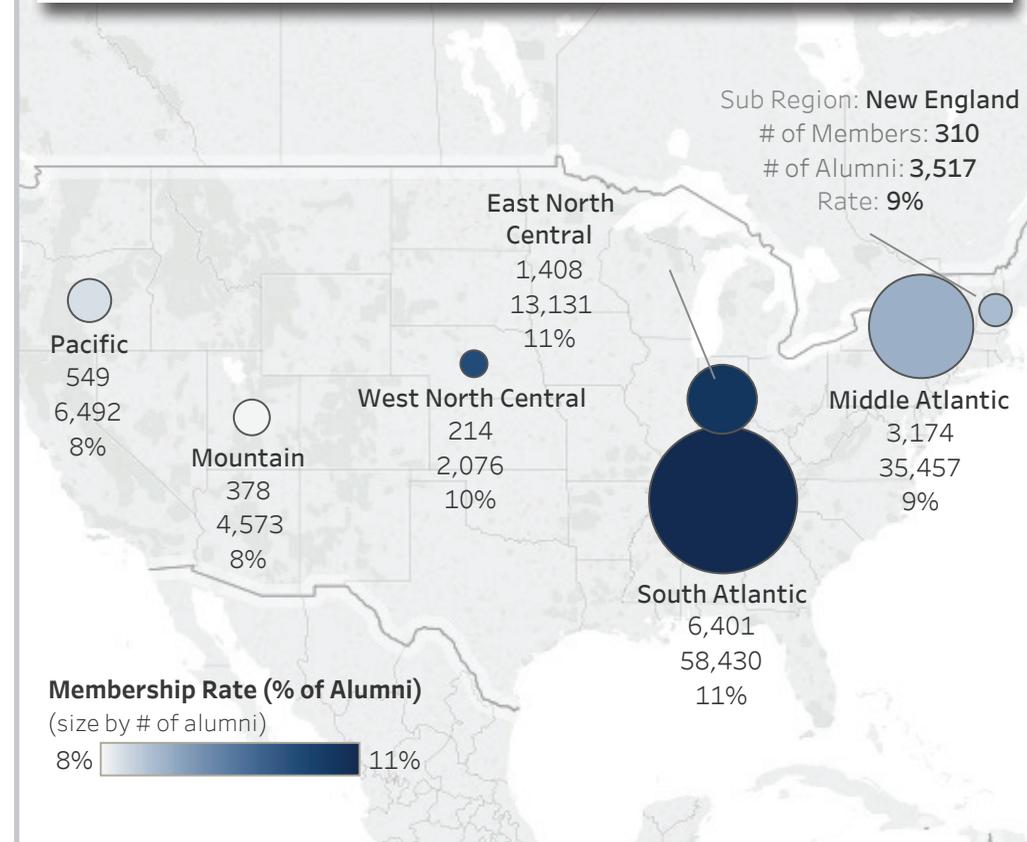
**1.5%**  
come from  
other countries.

**International Alumni Members**  
account for  
**2.5%**  
of total membership

# ALUMNI ACROSS THE NATION

EXCLUDING WEST VIRGINIA

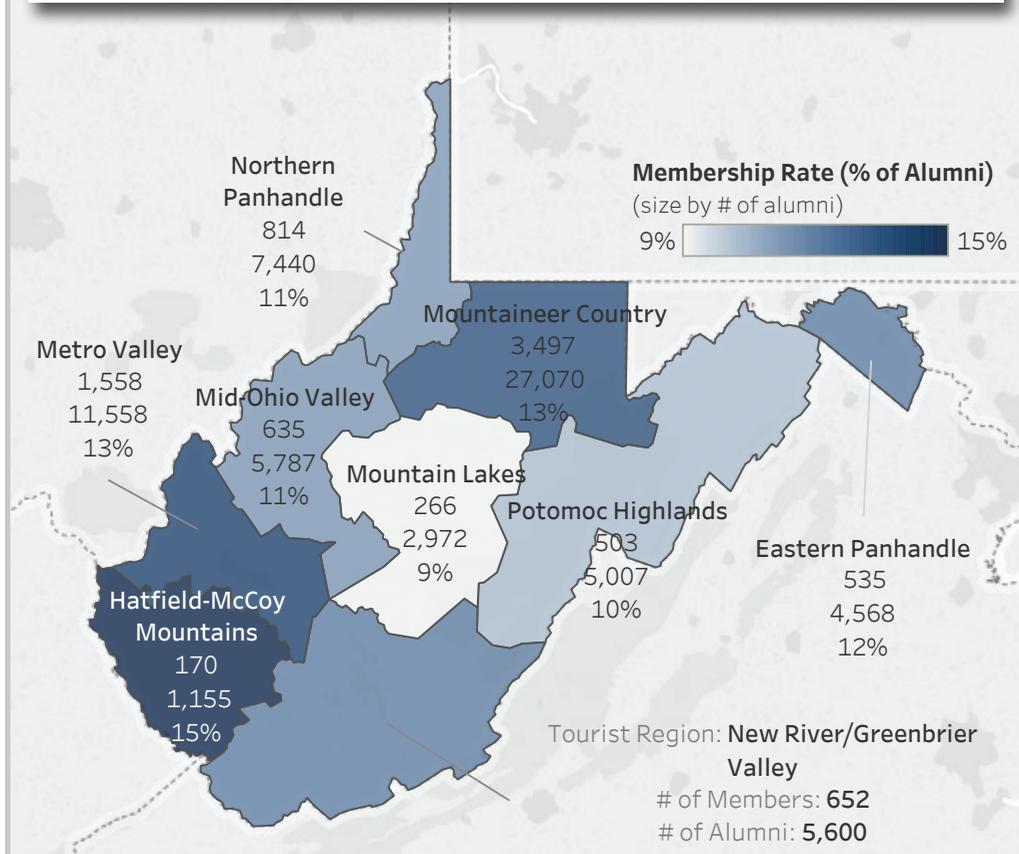
Rank	State	# of Members	# of Alumni	Rate
<b>Grand Total</b>		<b>12,434</b>	<b>123,676</b>	<b>10%</b>
1	Pennsylvania	2,227	24,161	9%
2	Virginia	1,567	14,070	11%
3	Maryland	1,099	11,288	10%
4	Florida	1,021	8,262	12%
5	Ohio	957	8,491	11%
6	North Carolina	765	7,350	10%
7	New Jersey	564	6,508	9%
8	Texas	525	4,067	13%
9	California	396	4,467	9%
10	New York	383	4,788	8%



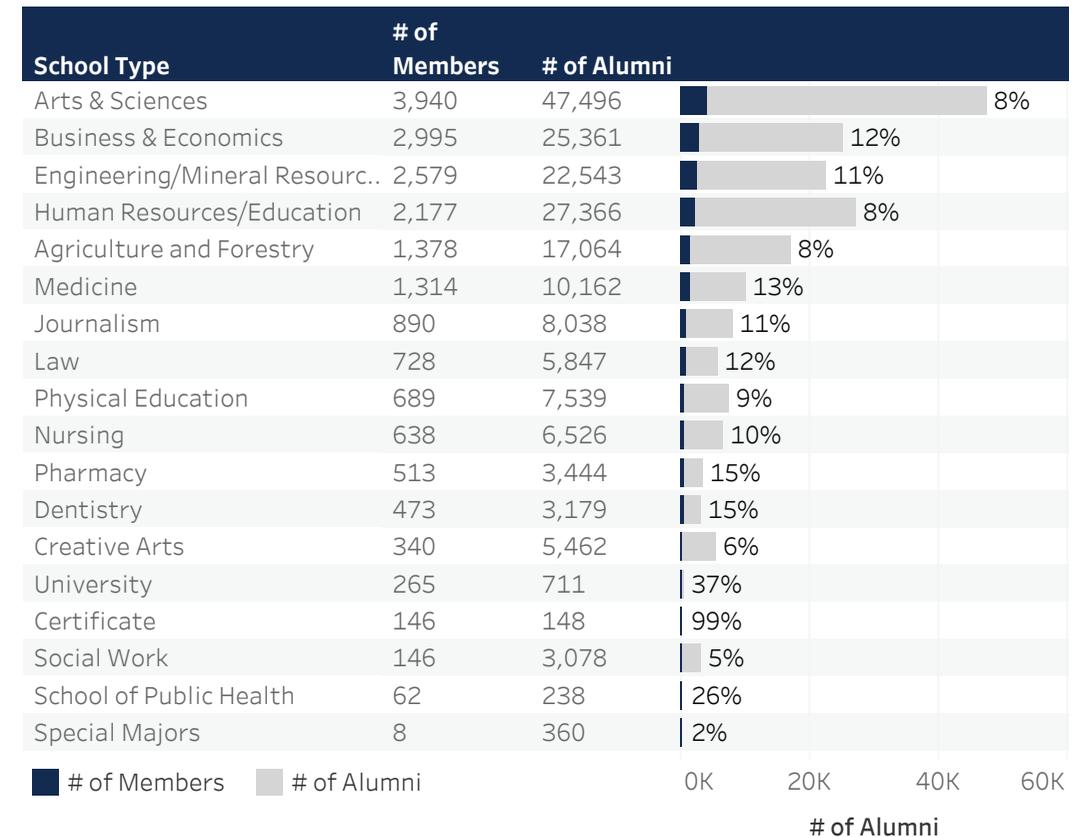
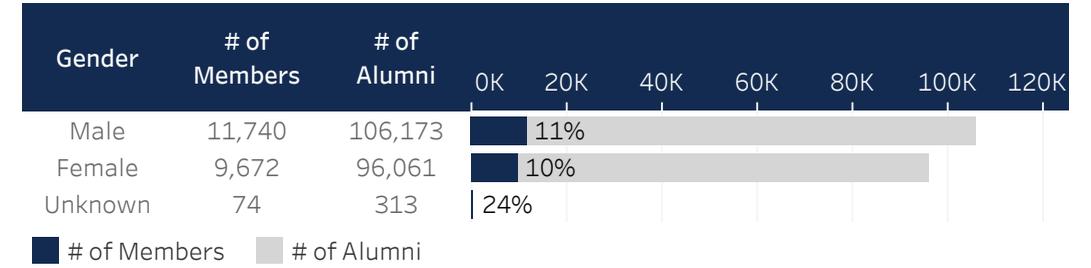
Rank	State	# of Members	# of Alumni	Rate
11	Georgia	348	3,079	11%
12	South Carolina	328	3,234	10%
13	Tennessee	225	1,903	12%
14	Michigan	151	1,400	11%
15	Illinois	148	1,606	9%
16	Kentucky	138	1,471	9%
17	Colorado	128	1,640	8%
18	Arizona	125	1,233	10%
19	Massachusetts	124	1,395	9%
20	Delaware	120	1,077	11%
21	Connecticut	104	1,013	10%
22	Indiana	96	1,079	9%
23	Washington	83	982	8%
24	Alabama	73	763	10%
25	Missouri	68	635	11%
26	District of Columbia	61	580	11%
27	Wisconsin	56	555	10%
28	Nevada	45	437	10%
29	Minnesota	44	510	9%
	Louisiana	44	448	10%
31	Kansas	37	313	12%
32	Oregon	34	673	5%
	Oklahoma	34	360	9%
34	Utah	30	330	9%
	New Hampshire	30	352	9%
	Iowa	30	307	10%
37	Mississippi	27	250	11%
38	Arkansas	26	228	11%
39	New Mexico	23	381	6%
	Nebraska	23	181	13%
	Hawaii	23	171	13%
42	Vermont	19	228	8%
43	Rhode Island	17	217	8%
44	Maine	16	312	5%
45	Alaska	13	199	7%
46	South Dakota	11	88	13%
	Montana	11	213	5%
48	Idaho	10	214	5%
49	Wyoming	6	125	5%
50	North Dakota	1	42	2%

# ALUMNI IN WEST VIRGINIA

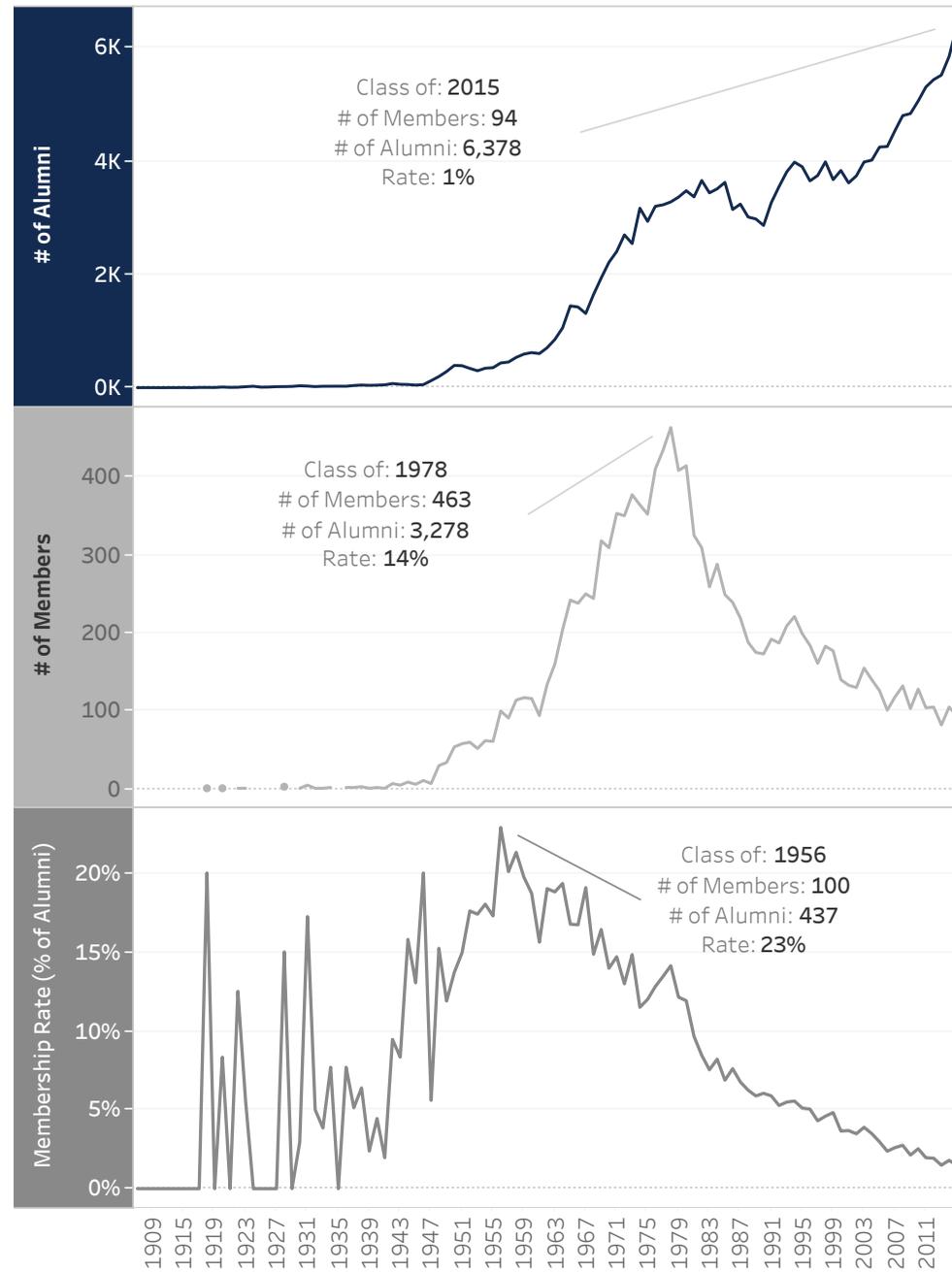
Rank	County	# of Members	# of Alumni	Rate
<b>Grand Total</b>		<b>8,630</b>	<b>71,157</b>	<b>12%</b>
1	Monongalia	2,385	15,672	15%
2	Kanawha	1,168	8,066	14%
3	Harrison	447	4,040	11%
4	Ohio	410	3,115	13%
5	Wood	395	3,739	11%
6	Berkeley	344	2,778	12%
7	Marion	320	3,455	9%
8	Raleigh	226	2,025	11%
9	Putnam	203	1,790	11%
10	Preston	182	1,945	9%



# ALUMNI BY GENDER, DEGREE, AND SCHOOL



# ALUMNI THROUGH THE YEARS EXCLUDING 2016



# ALUMNI TOP TENS EXCLUDING 2016

TOP 10 CLASSES BY # OF MEMBERS				
Rank	Class of	# of Members	# of Alumni	Rate
1	1978	463	3,278	14%
2	1977	434	3,227	13%
3	1980	414	3,476	12%
4	1976	410	3,201	13%
5	1979	408	3,363	12%
6	1973	377	2,543	15%
7	1974	364	3,168	11%
8	1971	353	2,403	15%
9	1975	352	2,935	12%
10	1972	350	2,697	13%

TOP 10 CLASSES BY MEMBERSHIP RATE				
Rank	Class of	# of Members	# of Alumni	Rate
1	1956	100	437	23%
2	1958	114	535	21%
3	1957	91	453	20%
4	1918	1	5	20%
5	1946	11	55	20%
6	1959	117	593	20%
7	1964	204	1,055	19%
8	1967	250	1,311	19%
9	1962	134	705	19%
10	1963	160	851	19%

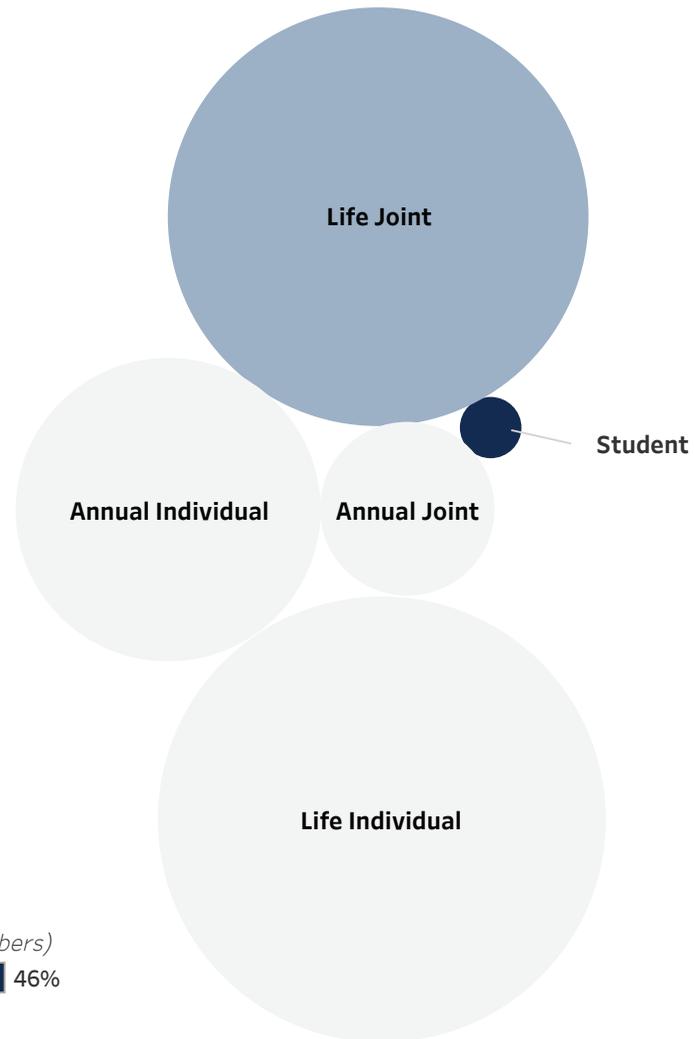
  

10 MOST RECENT CLASSES				
Rank	Class of	# of Members	# of Alumni	Rate
1	2015	94	6,378	1%
2	2014	105	5,846	2%
3	2013	82	5,516	1%
4	2012	105	5,436	2%
5	2011	104	5,307	2%
6	2010	128	5,059	3%
7	2009	103	4,837	2%
8	2008	132	4,801	3%
9	2007	118	4,537	3%
10	2006	101	4,255	2%

# ALUMNI BY MEMBERSHIP CATEGORY

EXCLUDING 2016

Rank	Membership Category	# of Non-Alumni Members	# of Alumni Members	Total Membership	% Non-Alumni
	Grand Total	1,244	12,072	13,316	9%
1	Life Individual	311	4,980	5,291	6%
2	Life Joint	675	3,993	4,668	14%
3	Annual Individual	140	2,313	2,453	6%
4	Annual Joint	72	732	804	9%
5	Student	46	54	100	46%



**150** YEARS OF MOUNTAINEERS **202,547** ALUMNI **21,486** ALUMNI MEMBERS

That makes a membership **10%** rate ...we can make this **GROW** ↑



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**BOARD OF DIRECTORS**

**TERM EXPIRATIONS**

2018

Jim Bill Harvey  
Richard Stephens  
Woody Thrasher

2019

Steve Farmer  
Dean Hartley  
Christie McCartney

2020

Mike John  
Terri Hornsby  
Malene Davis

2021

Dianne Anderson  
Bill Beynon  
Charles Emanuel  
Cassandra Henson

2023

Rob Alsop  
Sharon Martin  
Morris Morrison  
Casey Rentch

# BOARD OF DIRECTORS



**MALENE S. DAVIS**

Chair

Term Expires '20

MBA Business Administration

Life Member

Contact: mdavis@capitalcaring.org

Residence: Preston Co., West Virginia

Malene Davis is President and Chief Executive Officer of Capital Caring, one of the largest and most experienced hospice and palliative care providers in the United States. A nonprofit, community-based organization, Capital Caring serves more than 1,300 moms, dads, and kids every day in Maryland, Virginia, West Virginia, and Washington, DC. While a vast majority of care is provided wherever our patients call home, Capital Caring also operates 56 inpatient beds in four acute-care facilities—more than any other hospice provider in the mid-Atlantic region. Prior to Capital Caring, Mrs. Davis was

the President and CEO of Hospice Care Corporation (now known as West Virginia Caring) in Arthurdale, West Virginia. Starting as the organization's first paid employee in 1988, Mrs. Davis built Hospice Care into the largest hospice organization in West Virginia, serving 12 counties in North Central West Virginia and 4 counties in Western Pennsylvania. Mrs. Davis completed her nursing degree (RN) and dual Masters Degrees in both Business Administration (MBA) and Nursing (MSN) from West Virginia University.



**R. DEAN HARTLEY**

Vice Chair

Term Expires '21

JD Law

Spouse: Charlene M. Hartley

Life Member

Contact: dhartley@hartleyobrien.com

Residence: Wheeling, West Virginia

Dean Hartley is the managing partner of the Wheeling, West Virginia law firm – Hartley Law Group, PLLC. A graduate of the West Virginia University College of Law, Mr. Hartley is a trial attorney with thirty-six years' experience successfully representing injured workers throughout the United States. Mr. Hartley emphasizes the representation of workers who have been injured as a result of toxic substance exposures or in industrial accidents. A frequently lecturer on toxic torts, he is specifically interested in cases involving workers exposed to toxic substances and the development of cancer.

He is presently a member of the West Virginia University School of Public Health Leadership Council. His other affiliations with West Virginia University have included membership and chairperson of the Mountaineer Athletic Club's Development Council, WVU College of Law Development Council, WVU Athletic Executive Council, and WVU Athletics Capital Campaign Committee.



**CHARLES EMANUEL**

Secretary

Term Expires '21

B.A Sociology & Anthropology

Spouse: Christine Emanuel

Life Member

Contact: Charles@theemanuefirm.com

Residence: Orlando, Florida

Charles E. Emanuel, Jr. has over 11 years of combined leadership and legal experience. He is a former NFL football player for the Philadelphia Eagles, Minnesota Vikings and Tampa Bay Buccaneers. Mr. Emanuel's legal expertise is within the fields of personal injury, wrongful death, medical malpractice and commercial litigation. A graduate of Florida Coastal School of Law, in Jacksonville, Florida. Mr. Emanuel received his Bachelor of Arts from West Virginia University of Morgantown West Virginia, where he serves on the National Board of Directors for the WVU Alumni Association.

As a rising star in the legal field, Mr. Emanuel has excelled both as a litigator and in settlement negotiations having successfully produced multi-million dollars results for his clients. For an example, \$2 million against a national media company, \$1.7 million against a national media company, \$2.7 million against a global tire manufacturer, and \$2 million against Orange County Public Schools. Mr. Emanuel represents former NFL players against the NFL in the head concussion litigation. He was the first attorney to sue the NFL teams. The same drive and determination he possessed as a NFL player, he now puts to work fighting to protect his client's rights.



**BILL BEYNON**

Treasurer

Term Expires '21

Spouse: Anganena (Nena) Beynon

Life Member

Contact: Bill@cwafgi.com

Residence: Naples, Florida

As Chief Executive Officer and co-founder of Capital Wealth Advisors and Vice Chairman & Partner of Fundamental Global, our affiliated investment manager. Bill's career has spanned more than 20 years. Throughout that time, Bill has worked with many of the nation's largest families. Bill leads a team of over 30 professionals focused on assisting families with their asset management & estate planning. Prior to founding CWA, Bill served as Partner of First Financial Resources in Naples, FL, and Director of Estate Planning at Creative Asset Services in Pittsburgh, PA.

Bill is a mentor and Selection Board member for the Take Stock in Children Program of the Champions for Learning Foundation, an Elder at Vanderbilt Presbyterian Church, a member of the advisory board for the Holocaust Museum of Southwest Florida, and a committee member for the Red Sox Foundation; Massachusetts General Hospital Home Base Program.

# BOARD MEMBERS



**STEPHEN B. FARMER**

At-Large  
 Term Expires '19  
 JD Law  
 Spouse: Karen L. Farmer  
 Life Member  
 Contact: sbfarmer@fcclaw.net  
 Residence: Charleston, West Virginia

Steve Farmer graduated from the WVU College of Law in 1984, where he was awarded the 1982 Baker Cup Moot Court Award. He is an attorney with Farmer Cline & Campbell, PLLC, where he focuses on trial work, including commercial, product liability and personal injury litigation. Steve is a member of the American Bar Association, The West Virginia State Bar, the Kanawha County Bar Association, American Association for Justice, West Virginia Trial Lawyers Association, and West Virginia Defense Trial Counsel. He also has served as a faculty member of the Trial Advocacy Institute,

University of Virginia School of Law, since 1988. Since graduating from WVU Steve has been honored with the William J. Brennan Award, Chambers USA-American's Leading Lawyers for Business, Outstanding Lawyers of America, The International Who's Who of Business Lawyers, The International Who's Who of Product Liability Defense Lawyers and The Best Lawyers in America in Personal Injury, Commercial Litigation and Criminal Law.



**ROB ALSOP**

Member  
 Term Expires '23  
 JD Law  
 Spouse: Jessica Alsop  
 Contact: rob.alsop@mail.wvu.edu  
 Residence: Morgantown, West Virginia

Rob Alsop earned his political science degree from WVU in 1999 and law degree from the WVU College of Law in 2002. In addition to working in private practice for Bowles Rice LLP, and Jackson Kelly, PLLC, Rob has extensive state and federal government experience. From November 2010 through May of 2013, he served as chief of staff to Governor Earl Ray Tomblin, where he focused on a host of legislative initiatives, including the Marcellus Shale regulatory structure, OPEB reform, primary education reform, and a host of economic development and budgetary matters. From January of 2005 through

November 2007, Rob served in a number of capacities for former Governor Joe Manchin, including deputy general counsel, general counsel, for the Department of Revenue, and secretary of revenue. During his tenure with former Governor Manchin, he was Manchin's designee as chairman of the Workers' Compensation Commission, working on the privatization of that system. He served as chief of staff for Senator Carte Goodwin in Washington, D.C., and clerked for the Honorable Robert King, Circuit Judge for the U.S. Circuit Court of Appeals, Fourth Circuit, in Charleston, West Virginia, and Richmond, Virginia.



**DIANNE ANDERSON**

Member  
 Term Expires '21  
 BSCE Civil Engineering  
 Spouse: Jim Anderson  
 Life Member  
 Contact: dianne.dd.anderson@gmail.com  
 Residence: Aurora, Ohio

Ms. Anderson, who resides in Cleveland, OH, is a seasoned and highly accomplished senior executive with more than 30-years of experience leading energy organizations both at a public corporation and in a research university. She spent 25 years as an executive at BP, where she held several global leadership positions both nationally and internationally, in London and Krakow, Poland. She was appointed President, U.S. West of Rockies Fuel in 2006, where she lead the integration of fuels, refining, supply, trading and Arco marketing. In 2008, she was named the first Executive

Director of the great Lakes Energy Institute at Case Wester Reserve University, where she recently retired. Anderson graduated with a Bachelor of Science degree in civil engineering from West Virginia University. She has completed senior-executive development programs at Harvard, Cambridge University and Northwestern University. In addition, she served as a visiting faculty member in Stanford University's program on Customer Focused Innovation.



**JIM BILL HARVEY**

Member  
 Term Expires '18  
 MBA Business Administration  
 Spouse: Sharon Harvey  
 Life Member  
 Contact: jsharvey@bvu.net  
 Residence: Oak Hill, West Virginia

James William "Jim Bill" Harvey was born and raised in Oak Hill, West Virginia. Graduated from Collins High School in Oak Hill, West Virginia University Tech and West Virginia University with BS degrees in Mining Engineering, Industrial Management and a Masters in Business Administration. He spent the first seven years of his career in the WV coal mining industry, working in engineering and production management for a large underground coal mining operation owned by a group of domestic and foreign steel companies. He spent the next 25 years working in the energy insurance industry for

Wells Fargo (and one of their acquisitions). Since 2012, he has worked in energy banking and insurance with Huntington National Bank. Jim Bill and his wife Sharon currently split their time between Bristol, VA, Charleston, WV and Morgantown, WV. Jim Bill was presented the 2012 Distinguished Engineer of Mines from the Statler College of Engineering and Mineral Resources at West Virginia University. Jim Bill has served on the WVU Alumni Board of Directors since 2011. He is a Gold Life member and Marmaduke Dent Society member of the WVU Alumni Association.

## BOARD MEMBERS CONTINUED



**CASSANDRA HENSON**

Member

Term Expires '21

B.A. Interdepartmental Studies

Life Member

Contact: rooya69@yadoo.com

Residence: Baltimore, Maryland

Dr. Cassandra R. Henson is an Assistant Professor in the Department of Interprofessional Health Studies, with Towson University. She currently teaches a myriad of courses including Healthcare Ethics and Law, Healthcare Financial Management and Healthcare Organization Management. Since earning her Bachelor's Degree from West Virginia University in 1992, she has earned an MBA in Finance from Morgan State University and a Doctorate in Public Administration from the University of Baltimore. Prior to starting her career in academia, Dr. Henson has held leadership positions in the Corporate

Finance, Local Government, Healthcare and Defense Contracting fields. She has two beautiful daughters, who keep her young at heart.



**TERRI L. C. HORNSBY**

Member

Term Expires '21

BS Broadcast News

Life Member

Contact: terri@tlcadcentives.com

Residence: Houston, Texas

Ms. Hornsby, who resides in Richmond, Texas, founded TLC Adcentives LLC, a promotional services company in 1995. Under her leadership, the home-based business has grown into a full-service promotional firm with more than 75 percent of the clientele being Fortune 500 companies. Ms. Hornsby has made sure that her firm has stayed dedicated to developing and maintaining a client's desired image through corporate identification services that drive brand awareness. Ms. Hornsby, native of Charleston, West Virginia, is a proud mother and breast cancer survivor. She volunteers her time to numerous

causes and serves as a National Diversity Advocate. In recognition of her volunteer efforts, she received numerous honors and awards, including the Women of Excellence Award and Women's Business Enterprise Alliance Volunteer of the Year.

Ms. Hornsby has been featured in various articles from Smart.Money.com, Minority Wealth and Enterprising Women, to name a few.



**MIKE JOHN**

Member

Term Expires '20

B.S. Petroleum Engineering

Spouse: Denise John

Life Member

Contact: mjohn@nne-llc.com

Residence: Charleston, West Virginia

Mike John is Founder, President and CEO of Northeast Natural Energy (NNE), a West Virginia based upstream natural gas company formed in 2009. Mr. John previously served as Vice President of Operations of the Eastern Division for Chesapeake Energy from 2005 to 2009. Prior to joining Chesapeake Energy, Mr. John was a senior executive occupying various roles at Triana Energy/ Columbia Natural Resources where he also served on the Company's Board of Directors. He served in that capacity until Columbia Natural Resources was sold to Chesapeake in November of 2005. Mr. John is a West Virginia native

and a 1981 graduate of West Virginia University with a degree in Petroleum Engineering. Mike also serves on the Board of Directors of the WVU Alumni association.



**SHARON MARTIN**

Member

Term Expires '23

Spouse: David Howel

Contact: Sharon.Martin@mail.wvu.edu

Residence: Morgantown, West Virginia

Sharon Martin is vice president for University Relations at West Virginia University. She oversees marketing and communications, as well as brand experience. Prior to her arrival at WVU in October 2013, Martin served as assistant vice president of marketing at Purdue University. Her professional career also includes owning a boutique communication agency, and co-founding a local women's magazine. Martin also worked for the Purdue Alumni Association, ultimately serving as director of communications and editor of the bi-monthly magazine. Martin is a member

of or has served on the boards of several professional associations including National Mortar Board and the local chapters of the United Way, Association of Women in Communications, American Marketing Association and the American Cancer Society.

## BOARD MEMBERS CONTINUED



**CHRISTINE MCCARTNEY**

Member

Contact: cmccartney96@me.com

Term Expires '19

B.A. Interdepartmental Studies

Spouse: William McCartney

Life Member

Residence: Houston, Texas

Christie is a native of Huntington, West Virginia and graduated from the West Virginia University Honors Program in 1996 with a Bachelor of Arts in Interdepartmental Studies and a minor in Political Science. She earned her MBA from Rice University in 2004, and upon graduation worked as a consultant for Futurestep, a division of Korn Ferry. Christie has served on the WVU Alumni Association Board of Directors since 2012, having served as Chair from 2015-2016, Vice Chair from 2013-2015, and is currently completing her term as Immediate Past Chair. She previously served

on the Eberly College of Arts and Sciences Visiting Committee. Christie is a life member of the WVU Alumni Association and a member of the Old Gold Club.



**MORRIS MORRISON**

Member

Contact: mmorrison@morrisonglobal.us

Term Expires '23

M.S.I.R.

Spouse: Lisa Morrison

Life Member

Residence: Mooresville, North Carolina

Many people have already experienced Morris Morrison's highly inspirational message on stage. Now it's your turn. Get ready to experience the journey of one of America's fastest-growing motivational speakers that took him from the bright lights of New York City, to a hospital parking lot where a doctor's words changed Morris Morrison's life - forever, after loosing his parents in New York City. Some of the top company's in the world such as Microsoft, GE and many others have witnessed Morris Morrison's energy live on stage and in his latest book, *OVERNIGHT SUCCESS: An Inspiring Story About Culture, Results*

& *The American Dream*. His unforgettable message sounds like a Hollywood story that you will never forget, as Morris Morrison uncovers the connection between today's culture, spoiled soccer kids, Netflix, and the #1 topic dominating everyone's mind today - how to get the results that we want... faster. Morris Morrison is driven to reignite the spirit of the American Dream in the hearts and minds of everyone, by inspiring individuals and organizations to pursue the RESULTS that matter most, and by using their story to change the world.



**CASEY RENTCH**

Member

Contact: casey.rentch@gmail.com

Term Expires '23

B.A. Finance

Spouse: Jaime Rentch

Residence: Charlotte, North Carolina

Casey Rentch is a Managing Director in the investment bank at Wells Fargo Securities. In his role at Wells Fargo, Casey serves a global group of industrial clients, providing advice on capital raising and mergers/acquisitions. Outside the office, Casey is an avid outdoor enthusiast, enjoys horse racing and golf and is an active member of the West Virginia University Alumni Association's Charlotte chapter. Casey graduated cum laude from West Virginia University with a B.A. in Finance and received his MBA from the Robert H. School of Business at the University of Maryland. Casey lives in Charlotte with his wife Jaime, and his two children, Ben and Kate.



**RICHARD STEPHENS**

Member

Contact: rstephens@stephensauto.com

Term Expires '18

BSBA Finance

Spouse: Melissa Stephens

Life Member

Residence: Madison, West Virginia

Richard Stephens, a native of Madison, W.Va., is a 1987 graduate of West Virginia University where he received a bachelor's degree in business administration. He is the owner/operator of Stephens Auto Center, a Ford, Chrysler, Dodge, and Jeep dealership near Madison. After graduation from WVU, he worked for Chrysler Credit and held numerous positions before returning to Madison in 1988 to work with his father at the family-owned business, before assuming the role as Dealer Principal. Mr. Stephens was the West Virginia nominee for the 2002 Time Magazine Quality Dealer Award and the recipient

of the 2003 Northwood University Automobile Dealer Education Award. Stephens Auto Center also has been honored with the 1993 Ford Credit Partners in Quality Award, and the 1996, 2001, and 2009 Ford President's Award. Richard maintains a strong commitment to West Virginia University. He is a proud member of the WVU Wheels Club and a life member of the WVU Alumni Association. He also served as president of the Boone County & Friends Chapter of the WVU Alumni Association for two years.

## BOARD MEMBERS CONTINUED



**WOODY THRASHER**

Immediate Past Chair

Term Expires '18

BS/MS Civil Engineering

Life Member

Contact: wthrasher@hwthrasher.com

Residence: Bridgeport, West Virginia

H. Wood “Woody” Thrasher is currently serving the State of West Virginia as the Secretary of Commerce. As a graduate from West Virginia University, Woody is very involved with his Alma Mater, serving as the current University Alumni Chairman, retains various seats committees within the Statler College of Engineering and Mineral Resources and is an officer on the WVU Hospital executive and finance committees. Before becoming Secretary of Commerce, Mr. Thrasher was the President and CEO of The Thrasher Group, Inc., which he started in 1983 with his father, since its inception the company has grown to employ over 300 people in six office locations.



**SEAN FRISBEE**

President, Ex-Officio

BS Aerospace Engineering

Spouse: Melanie Frisbee

Life Member

Contact: sean.frisbee@mail.wvu.edu

Residence: Morgantown, West Virginia

Mr Frisbee is the President & CEO of the West Virginia University Alumni Association and West Virginia University’s Vice President of Alumni Relations serving 190,000 alumni across all 50 states and 135 foreign countries. He is a retired United States Air Force Colonel, entrepreneur, defense industry expert, and former oil industry executive.



**E. GORDON GEE**

WVU President, Ex-Officio Member

Contact: presidentsoffice@mail.wvu.edu

Residence: Morgantown, West Virginia

Dr. E. Gordon Gee is one of America’s most prominent higher education leaders, having helmed universities for more than three decades. In 2009, Time magazine named him one of the top 10 university presidents in the United States.

In 2014, Gee returned to West Virginia University, where his career as a university president began. His leadership goals include putting students first, advancing the university’s research agenda, partnering with West Virginia communities and making sure that 1.8 million West Virginians know in their hearts and minds that West Virginia University is their university.

Born in Vernal, Utah, Gee graduated from the University of Utah with an honors degree in history and earned his J.D. and Ed.D. degrees from Columbia University. He clerked under Chief Justice David T. Lewis of the U.S. 10th Circuit Court of Appeals before being named a judicial fellow and staff assistant to the U.S. Supreme Court. In this role, he worked for Chief Justice Warren Burger on administrative and legal problems of the Court and federal judiciary. Gee returned to Utah as an associate professor and associate dean in the J. Reuben Clark Law School at Brigham Young University, and was granted full professorship in 1978.



**SUSAN BREWER**

WVUF BOD Chair, Ex Officio Member

B.S. Biology & Accounting

Spouse: William “Bill” Brewer

Life Member

Contact: susan.brewer@steptoe-johnson.com

Residence: Morgantown, West Virginia

For over 36 years, Susan Brewer has focused her practice in the area of litigation, with a particular concentration on professional liability. She has tried over 100 jury and non-jury cases in state and federal courts, and has been involved in appellate proceedings before the West Virginia Supreme Court of Appeals and the United States Court of Appeals. Since 2009, she has served as CEO of the firm.

## BOARD OF DIRECTORS' JOB DESCRIPTIONS

### CHAIR

The Board chair is the senior volunteer leader of the Association who presides at all meetings of the members, the Board of Directors, the Executive Committee, and other meetings as required. The Board chair shall have general charge of and control over the affairs of the corporation, subject to the direction and control of the Board of Directors, and shall perform other duties as prescribed by the Board of Directors or the Association bylaws. The Board chair oversees implementation of all policies and ensures that appropriate administrative systems are established and maintained.

The Board chair is elected by the Board of Directors, reports to the Board, and serves a one-year term.

### RESPONSIBILITIES

- Works with the chief executive, Board officers, and committee chairs to develop the agendas for Board meetings, and presides at these meetings.
- Appoints Board members and associates to key leadership positions, including positions as chair and/or members of Board committees and task forces/advisory work groups and as liaisons.
- Serves as an official representative and spokesperson of the Board.
- Chairs the Executive Committee, and may serve on all other Board committees/task forces/advisory work groups as an ex-officio member.
- Provides a report at each Board meeting regarding all Board-related activities the

chair has performed since the previous Board meeting.

- Ensures the execution of the chief executive's annual evaluation in accordance with the Board-approved plan.
- Performs any other duties that are necessary for the successful execution of the mission of the West Virginia University Alumni Association.

### VICE CHAIR

The Board's vice chair shall perform and discharge the duties of the chair in the case of the absence, death, or disability of the chair; shall act as vice chair of the corporation; and shall perform such other duties as prescribed by the chair, the Board of Directors, or the Association bylaws.

The Board's vice chair is elected by the Board of Directors, reports to the Board, and serves a one-year term.

### RESPONSIBILITIES

- Prepares to assume the office of the Board chair.
- Fills the office of Board chair should that office become vacant
- Assists the Board chair in the execution of his/her duties.
- Performs any other duties as assigned by the Board chair.

### IMMEDIATE PAST CHAIR

The immediate past chair, in consultation with the current officers, is responsible for providing a sense of continuity to the work of the Board.

The immediate past chair serves a one-year term on the Association's Board of Directors.

### RESPONSIBILITIES

- Serves on the Executive Committee and executes all functions as outlined in the Executive Committee job description.
- Performs any other duties as assigned by the Board chair.

### TREASURER

The treasurer is responsible for consulting with the Board regarding any and all matters relating to the funds and finances of the Association.

### RESPONSIBILITIES

- Serves on the Executive Committee and the Finance Committee and executes all functions as outlined in the Executive Committee and Finance Committee job descriptions.
- Performs any other duties as assigned by the Board chair.

### SECRETARY

The secretary is responsible for making and preserving a record of all proceedings of the meetings of the members of the WVUAA Board of Directors. The secretary is elected by the Board of Directors, reports to the Board, and serves a one-year term.

### RESPONSIBILITIES

- Conducts roll call at all meetings of the Board as part of the meeting records.
- Reviews and validates the records of all proceedings of the Board of Directors.
- Serves on the Executive Committee and executes all functions as outlined in the Executive Committee job description.
- Informs Board chair if a Board member is subject to removal due to lack of attendance.
- Performs any other duties as assigned by the chair, the Board of Directors, or bylaws of the Association.

## BOARD MEMBERS' JOB DESCRIPTION

The role of the West Virginia University Alumni Association Board of Directors is to establish policies consistent with the Association's constitution and bylaws, regarding the finances, property, management, and activities of the Association for the purpose of engaging constituents in the further advancement of West Virginia University and the Alumni Association. Policy formulation is generally based upon information and recommendations provided by the Association chief executive, Board of Directors, staff, and members, as well as from other alumni, WVU administrators, students, faculty and staff, University constituents, friends, and professional colleagues, and by studying trends or conducting market research.

The ultimate role of the Board is to assist the Association staff and volunteers in carrying out the mission and strategic plan of the Association in concert with the strategic goals of the university and other affiliated organizations, which include learning, scholarship, and engagement.

### INTERNAL RESPONSIBILITIES

- Approves the organization's mission and reviews management's performance in achieving it.
- Assesses the ever-changing environment and approves the organization's funding plans, budgets, and expenditures on an annual basis.
- Reviews frequently and approves all major policies that guide and protect the Alumni Association's Board and staff on matters of legal and financial importance.
- Votes according to one's individual

conviction and challenges the judgment of others when necessary, yet remains willing to support the decision of the Board and works with fellow Board members in a spirit of cooperation. Recognizes that the Board chair alone speaks for the Board.

### EXTERNAL RESPONSIBILITIES

- Works to increase the visibility and vitality of West Virginia University and the Alumni Association.
- Assists with the solicitation of Alumni Association memberships, donations, sponsorships, and other funds.
- Provides input to the campus, when necessary, regarding programs, policies, and actions that appear to jeopardize the quality of a West Virginia University degree or the University's and/or the Association's reputation and/or future.
- Refrains overall from actions and involvement that might prove embarrassing to the Association or West Virginia University.

### JOB DESCRIPTION

#### ORGANIZATION

- Elects, monitors, appraises, advises, stimulates, supports, rewards, and, if deemed necessary or desirable, works with the president of West Virginia University to change top management. Regularly discusses with the chief executive matters that are of concern to that person, the board, or the president of West Virginia University.
- Annually approves the performance review of the chief executive officer and establishes compensation and benefits policies.

- Assures that a management succession plan is properly planned.
- Assures that the organizational strength and employee base can substantiate long-range goals.
- Proposes a slate of prospective board members to current members and fills vacancies as needed.
- Reviews annually the performance of the board (including its composition, organization, and responsibilities) and takes steps to improve its performance.
- Familiarizes oneself with and commits to the major responsibilities of a governing not-for-profit board.

#### OPERATIONS

- Compares the organization's performance to that of similar organizations.
- Ensures that the financial structure of the organization will adequately support the current needs and long-range strategy.
- Provides constructive criticism, advice, and comments on any and all aspects of the organization's operation.
- Provides input into the strategic planning and market research initiatives of the organization.
- Serves on the organization's committees.
- Assists staff at selected alumni activities, on/off campus.
- Recommends candidates for the receipt of awards and/or service on the Association or University/auxiliary committees, boards, or councils.
- Approves all major actions of the organization, such as capital expenditures over the authorized limits and major changes in programs and services.

- Maintains the confidential nature of Board deliberations and avoids acting as spokesperson for the entire Board unless specifically authorized to do so.

#### FIDUCIARY

- Ensures that the Board and its committees are adequately informed of the financial condition of the organization and its operation through reports or any other appropriate method.
- Ensures that published reports properly reflect the operating results and financial condition of the organization.
- Ensures that management has established appropriate policies to define and identify conflicts of interest throughout the organization and is diligent in its administration and enforcement of those policies.
- Approves the findings of the annual independent audit.
- Reviews compliance with relevant material laws affecting the organization and its programs and services.

## OPERATIONAL COMMITTEES

### COMMITTEE CHAIR DEFINITION & RESPONSIBILITIES

The committee chair is responsible for directing the activities and primary responsibilities of the committee, providing proper information to the committee members, and overseeing the committee's operation. The committee chair is to report the committee's activities to the Board.

#### RESPONSIBILITIES

- Attends all committee meetings.
- Calls and presides over meetings of the committee.
- Works with appropriate staff liaison(s) to set agenda for committee meetings.
- Reports the committee's activities directly to the Board.
- Invites appropriate individuals to address the committee in its efforts to formulate knowledge while working to make informed decisions/recommendations.
- Delegates responsibilities to other committee members and encourages their full participation.
- Assists in the evaluation of the committee's work and charges in concert with the Alumni Association's strategic plan.
- Performs any other duties as assigned by the Board chair.

### GOVERNANCE COMMITTEE

Mike John, Chair, Board Member  
 Dianne Anderson, Board Member  
 Bill Beynon, Treasurer, Chair of Finance  
 Malene Davis, Board Chair  
 Charles Emanuel, Secretary  
 Steve Farmer, Board Member  
 Sean Frisbee, Ex-Officio Director  
 Dean Hartley, Board Vice Chair  
 Woody Thrasher, Immediate Past Chair  
 Kevin Berry, Staff

#### OBJECTIVE

The Governance Committee is responsible for due diligence in reviewing board composition; screening, recruiting, on-boarding and training new board members; officer selection; championing a culture of legal and ethical compliance; and monitoring overall board policy effectiveness.

#### RESPONSIBILITIES

- Develops and recommends for Board-approval criteria for nominations and composition of the Board and Board committees.
- Establishes and administers a self-evaluation process for each individual Board member and the Board as a whole. The committee should contact Board members who are not meeting the Board's approved attendance policy or obligations to determine said Board member's interest in continuing to serve on the Board.
- Monitors stated objectives of the Board and committees.
- Identifies and facilitates the recruitment of qualified candidates willing to serve on the Board.

- Presents to the Association's members a proposed slate of Board candidates willing to serve on the Board, in accordance with the requirements in the bylaws.
- Oversees Board orientation and education.
- Presents for Board approval proposed appointments, recognition of, and service to various auxiliary and constituent groups.
- Reviews governing documents of the Association and board, including Articles of Incorporation, bylaws, and any governance policies of the Association, including ethics and grievance policies, for accuracy and strategic focus and makes recommendations for amendments to such documents to the Board or Executive Committee.
- Reviews the Board of Directors Handbook annually.

### FINANCE COMMITTEE

Bill Beynon, Chair, Treasurer  
 Rob Alsop, Board Member  
 Jim Bill Harvey, Board Member  
 Richard Stephens, Board Member  
 Lou Hart, Staff

#### OBJECTIVE

To promote the sound financial management of the West Virginia University Alumni Association, consistent with the strategic plan of the Association and the highest ethical standards. This committee is responsible for the Board's financial oversight and fiduciary responsibilities. The committee monitors and evaluates the Association's financial resources and adherence to operating and capital budgets. The committee recommends and interprets financial policy and monitors its implementation.

### RESPONSIBILITIES

- Reviews on a quarterly basis the departmental and overall financial performance of the Association's operations.
- Reviews material variances between budgeted and actual results and, where necessary, assures that appropriate management action is being taken to correct those variances.
- Ensures the creation of meaningful and accurate financial statements and their timely distribution to the Board.
- Assists the Board, in conjunction with the WVUAA chief financial officer, in its understanding of the Association's financial position and results of operations.
- Works with the WVUAA chief financial officer to develop long-range financial and capital plans, consistent with the strategic plan of the Association.
- Reviews quarterly, or as often as deemed necessary, the performance of the Association's investments.
- Reviews quarterly, or as often as deemed necessary, the investment strategies utilized by the Association, and ensures that those strategies are consistent with both the investment policy and strategic plan of the Association.
- Evaluates supplemental budget requests.
- Reviews the proposed annual budget and three-year financial projection of the Association.
- Reports that the memorandum of agreement between the WVUAA and WVU and use of funds have met WVU's legal responsibility and/or donor intent.
- Performs other oversight functions as requested by the full Board.

## PROGRAMMATIC COMMITTEES

### PROGRAMS AND OUTREACH COMMITTEE

Terri L. C. Hornsby, Chair, Board Member  
 Sean Frisbee, Ex-Officio Director  
 Cassandra Henson, Board Member  
 Sharon Martin, Board Member  
 Christie McCartney, Board Member  
 Morris Morrison, Board Member  
 Richard Stephens, Board Member  
 Allyson Cannon, Staff

#### OBJECTIVE

To provide support to staff on marketing plan, engagement activities, communication efforts, membership matters, member services, affinity programs, sponsorships, advertising, and new revenue opportunities; and to review, recommend, and monitor benefits and services offered to Alumni Association members and other constituents.

### RESPONSIBILITIES

- Maintains principles and enhances policies and procedures that the staff will use to evaluate current and create or reinstate future affinity, sponsorship, and advertising programs.
- Reviews staff proposals and information from market research data to adjust dues rates and to introduce, improve, or eliminate Association member benefits or affinity programs.
- Provide guidance and support of engagement activities, club events, communication efforts, and other related marketing and engagement items.
- Ensure the execution of the marketing plan to help promote a consistent message and effective delivery.
- Assists and engages with Alumni Association chapters and constituent groups.

### ERICKSON ALUMNI CENTER COMMITTEE

Dianne Anderson, Chair, Board Member  
 Dean Hartley, Board Vice Chair  
 Cassandra Henson, Board Member  
 Terri L. C. Hornsby, Board Member  
 Sharon Martin, Board Member  
 TBD, Staff

#### OBJECTIVE

Oversight of Alumni Center operations and staffing, parking, public relations and marketing of facility, pricing and operational policies of the facility.

#### RESPONSIBILITIES

- Reviews on a quarterly basis the overall performance of the Erickson Alumni Center
- Works with the WVUAA EAC General Manager to develop long range financial and capital plans, consistent with the strategic plan
- Provides oversight of policies and procedures used to operate the Erickson Alumni Center
- Provides guidance and support of strategies to improve utilization and reduce cost of operations of the Erickson Alumni Center

### DEVELOPMENT COMMITTEE

Steve Farmer, Chair, Board Member  
 Bill Beynon, Treasurer  
 Susan Brewer, Ex-Officio Director  
 Jim Bill Harvey, Board Member  
 Charles Emanuel, Secretary  
 Gordon Gee, Ex-Officio Director, WVU President  
 Christie McCartney, Board Member  
 Casey Rentch, Board Member  
 Nicole Riggleman, Staff

#### OBJECTIVE

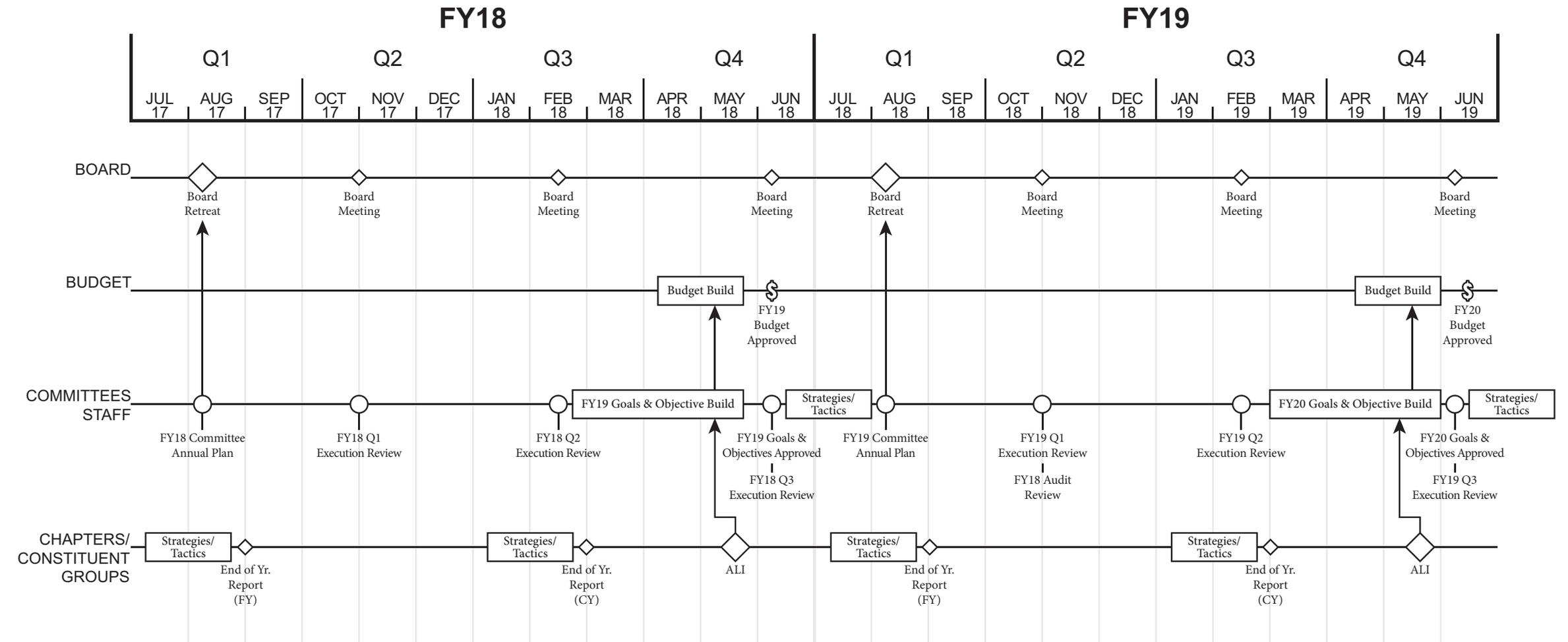
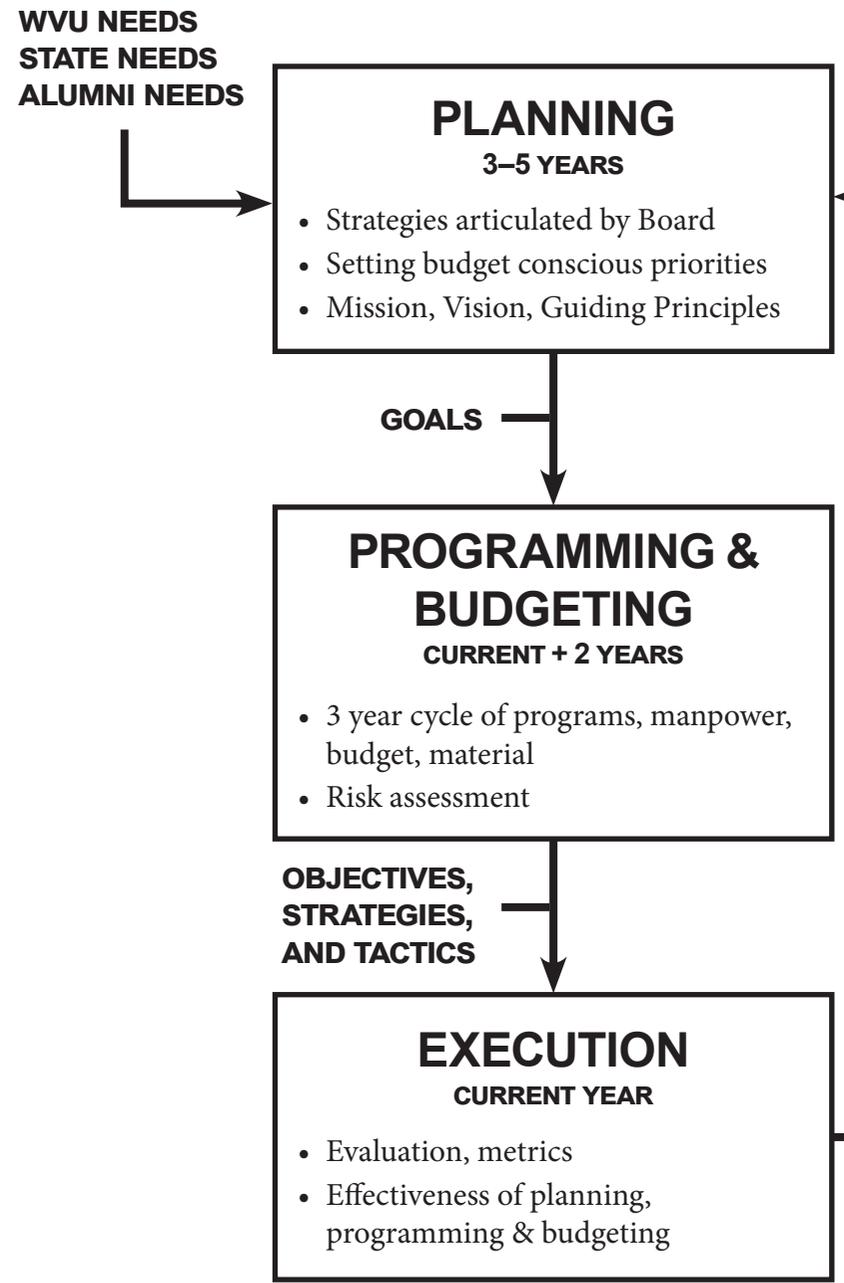
To recommend annual and long term donor identification, cultivation, solicitation, and stewardship strategies and to monitor progress toward meeting annual fundraising goals.

#### RESPONSIBILITIES

- Engages Board members in developing an ongoing list of potential members, donors, sponsors, and advertisers for Alumni Association programs and services.
- Explores new sponsorship, advertising, and other revenue opportunities to help ensure the Association's financial stability.
- Assist in the stewardship process by personally thanking donors.

# PLANNING, PROGRAMMING & BUDGETING, AND EXECUTION PROCESS

# WVU ALUMNI ASSOCIATION TIMELINE FY18' – FY19'



# WV ALUMNI

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# CHAPTERS, AMBASSADORS, AND CONSTITUENT GROUPS

## CHAPTERS

The West Virginia University Alumni Association has more than 100 chapters and constituent groups located in 29 states plus the District of Columbia to help keep alumni and friends engaged and involved in the life of WVU.

The Alumni Association provides quality programs and services to alumni members and acts as a resource for extending the University's presence worldwide. Our chapters are a big part of our outreach programs and initiatives. Chapters help to foster a sense of community — both on and off campus — by cultivating lasting relationships and enriching positive support and loyalty to West Virginia University.

Each chapter strives to incorporate five major principles into their organization:

1. **Service:** Many chapters are making a positive impact on their community by doing community service projects such as Habitat for Humanity, Adopt-A-Street and other worthwhile programs.
2. **Student Recruitment:** From time to time, chapters are asked to serve as admissions representatives in their area. This is a great place for alumni to meet the next generation of Mountaineers and to share their experiences with them. Making that personal connection truly makes a difference.
3. **Scholarships:** Our chapters raise money to provide scholarships for local students who wish to attend West Virginia University.
4. **Social:** Chapters often hold social functions to help our alumni stay in touch with fellow alumni in their area. This is a great way to relive the past, network with fellow alumni or just catch up on what is happening in the University City.
5. **Mentoring/Career Networking:** The WVU Alumni Association and its members offer advice, guidance and support to other alumni and students. In addition, many chapters are developing networking opportunities for new grads and fellow alumni.

## WV CHAPTERS

- Boone
- Eastern Panhandle
- Highlands-Randolph/Pocahontas/Tucker
- Capital City
- Logan
- Potomac Highlands
- Potomac Valley
- University

## INTERNATIONAL CHAPTERS

- Shanghai, China
- Tokyo, Japan
- Malaysia
- Kuwait

## US CHAPTERS

- Arizona
- California
- Colorado
- Delaware
- District of Columbia
- Florida
- Georgia
- Illinois
- Kansas
- Maryland
- Massachusetts
- Missouri
- Nevada
- New Jersey
- New York
- North Carolina
- Ohio
- Oklahoma
- Oregon
- Pennsylvania
- South Carolina
- Tennessee
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- Virginia
- Washington

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**AMBASSADORS**

Mountaineer Ambassadors serve as contacts for alumni located in a geographical area that may not have enough alumni to support a chapter. We do however realize the importance for alumni representation worldwide. The duties of a Mountaineer Ambassador are to assist the national Alumni Association and aid in determining the needs of alumni in their area.

The responsibilities and duties of a Mountaineer Ambassador are as follows:

1. Serve as a point of contact for all alumni in your area to:
  - a. network with other alumni
  - b. coordinate social activities
  - c. mentor and/or identify mentors for new graduates
  - d. represent WVU at local college fairs as designated by (NARN) National Alumni Recruiting Network
2. Participate in community service activities on behalf of WVU and the WVU Alumni Association
3. Serve as a contact to the WVU Alumni Association to relay feedback and needs of your geographical area alumni
4. Encourage membership in, and interaction with, the WVU Alumni Association
5. Participate, if possible, in the Alumni Leaders Institute held annually in conjunction with the Gold & Blue Weekend

**US AMBASSADORS**

- Alabama
- Alaska
- California
- Florida
- Georgia
- Hawaii
- Kansas
- Massachusetts
- Minnesota
- Mississippi
- New Jersey
- Oklahoma
- Pennsylvania
- South Carolina
- Tennessee
- Vermont
- Virginia

**INTERNATIONAL AMBASSADORS**

- Hong Kong
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- Germany
- Kuwait
- London
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- Spain
- Iraq



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**CONSTITUENT GROUPS**

Constituent groups are defined by a constituency that shares a common experience. An example of a constituent group is the Alumni Band with members having performed in The Pride of West Virginia while enrolled.

There are two types of chapters and constituent groups – chartered and non-chartered. Chartered groups are formal organizations with bylaws, meeting basic structural requirements. Chartered group leaders are referred to as Chapter or Constituent Group Leaders. Non-chartered groups are informal, do not have bylaws, do not handle money and are not bound by basic structural requirements. Non-chartered group leaders are referred to as Alumni Ambassadors. The chosen group leader and Alumni Association staff will determine jointly if a group should be chartered or non-chartered.

**EXAMPLES OF CONSTITUENT GROUPS**

- West Virginia University Black Alumni
- The Pride of West Virginia Band

# STARTING A CHAPTER OR CONSTITUENT GROUP

If you are interested and considering the possibility of starting a group, the first step is to look to see if a group already exists for your area or interest. A list of active chapters and constituent groups is included in the handbook as Addendum D. If no group exists, the steps listed below will outline the general procedure for getting started. There are instances where the criteria and procedures to establish a group must be altered. However, in most instances these steps will lead to establishing a chartered group.

1. Review the list of expectations for different types of groups and information about support that is provided by the Alumni Association. A list of frequently asked questions is included in Addendum P.
2. Contact the WVU Alumni Association at alumni@mail.wvu.edu to express your interest in forming or reorganizing an alumni group. An Alumni Association staff member will be assigned to discuss the feasibility of starting one and the process to get started.
3. An alumni staff member will assist you in pulling the agreed upon data from the Association's alumni records and sending out an email to gauge interest in the group and to identify other alumni who are willing to volunteer. The Alumni Association will also refer interested alumni to you. Due to federal law and in accordance with an executed third party agreement with WVU, it is the policy of the WVU Foundation that constituent data is confidential and proprietary and will not be shared with the prospective chapter leader at this time.
4. When you've identified other alumni volunteers, work together with your assigned alumni staff member to set a date, time and convenient location for a kick-off event.
5. Set an agenda for the event. The primary goals of an initial meeting should be both fun and practical: to meet one another; discuss ideas for future activities; and to engage volunteers.
6. Work with your assigned alumni staff member to create and send a blast e-mail invitation to the event. Collect RSVPs and work with the venue to make sure they are informed about the expected number of attendees.
7. Hold the event. Have a sign-in sheet where you can collect contact attendee information.
8. Complete a post-event report. Based on feedback from your meeting, discuss with your alumni staff member and make decisions about the structure of the group.
9. If you decide to charter the chapter, work with your alumni staff member to create bylaws to be approved by your group at the next meeting of the group. If you elect to remain non-chartered, the steps end with the post event report.
10. Return a copy of your approved bylaws to the Alumni Association. After the bylaws have been entered into the Association's records, a meeting will be scheduled so that the Executive Director of the Association can present the group with their official charter.
11. You're up and running. You are encouraged to stay in close contact and work with your assigned Association staff member to address any on-going needs of your group.

## DEVELOPING AND MAINTAINING A STRONG GROUP

A strong, dedicated leadership group is vital to developing and maintaining a strong organization. When choosing the leadership of the group, seek capable individuals willing to dedicate the time to initiate, plan and promote a variety of activities appealing to a diverse audience. Successful leaders tend to have strong communications and organizational skills, work well with others, are imaginative, resourceful and enthusiastic.

Successful groups also develop a succession plan to manage a change in leadership. Simply stated, under most circumstances, nurturing a strong group requires the efforts of more than one person. Groups that rely solely on the work of one or a few individuals may have initial success, but are likely doomed to long-term failure.

# SAMPLE CHAPTER CONSTITUTION & BYLAWS

## CONSTITUTION OF THE \_\_\_\_\_ CHAPTER WEST VIRGINIA UNIVERSITY ALUMNI ASSOCIATION

### ARTICLE I

#### SECTION 1. NAME

The name of this organization shall be the \_\_\_\_\_, West Virginia University Alumni Association.

### ARTICLE II

#### SECTION 1. PURPOSE

The purpose of this Chapter shall be to promote, by organized effort, the interests and welfare of West Virginia University; to encourage closer fellowship among alumni, former students, and friends of the University in this area; to cooperate as West Virginia Alumni, in supporting and developing the civic activities of this community; to establish and maintain close contact and better understanding between the University and its graduates and former students in this locality. This Chapter is formed as a non-profit, social organization.

### ARTICLE III

#### SECTION 1. MEMBERSHIP

Any graduates, former students, former residents of West Virginia, or individuals who show interest in the University may become active members of this Chapter.

#### SECTION 2. DUES

An assessment of \$\_\_\_\_\_ per family of \$\_\_\_\_\_ per individual will be charged to all members of this Chapter per year commencing \_\_\_\_\_ through \_\_\_\_\_. This assessment will be used to defray operating and program expenses of the Chapter.

### ARTICLE IV

#### SECTION 1. OFFICERS

The officers of this Chapter shall consist of (a President, a Vice President, a Secretary, and a Treasurer).

#### SECTION 2. BOARD OF DIRECTORS

The Board of Directors shall consist of the officers of the Chapter, and \_\_\_\_\_. For the first year of operation, additional members of the Board of Directors shall include the organizing members of the Chapter.

#### SECTION 3. TERM OF OFFICE

The term of office for the officers of the Chapter shall be \_\_\_\_\_, and all officers shall serve until new officers are elected. Officers of the Chapter for re-election \_\_\_\_\_ succeed themselves.

#### SECTION 4. ELECTIONS

The election of officers shall be held at an annual meeting called for this purpose. The meeting may be held in conjunction with another activity, but the intention to hold elections must be clearly spelled out to all members.

### ARTICLE V

#### SECTION 1. DUTIES OF OFFICERS

- a. **President** – The President shall preside at all the meetings of the Chapter, and act as an ex-officio member of all committees. The President, through the Secretary, shall be responsible for the calling of all regular and special meetings of the Chapter. The President shall be responsible for the appointment of all Committee Chairmen (activities, media coverage and publicity, phone solicitation, registration, bus tour coordinator, etc.).
- b. **Vice President** – In the absence or disability of the President, or at his request, the Vice President shall perform the duties of the President. If the office of the President becomes vacant, he shall become President until the next annual election.
- c. **Secretary** – All official minutes of the business meeting(s) of the Chapter must be kept by the Secretary. The Secretary shall give public notice of meetings of the Chapter, including a notice to the West Virginia University Alumni Association. The Secretary shall keep complete records of all potential and active members of the Chapter in the locality. The Secretary shall secure this list from the West Virginia University Alumni Association and cooperate in every possible way with the Association to insure its completeness and accuracy. The Secretary shall use the alumni list only for Chapter and West Virginia University Alumni Association activities and elections, and shall never, under any circumstances, release the list for outside commercial or potential commercial activities. An active Chapter roster will also be maintained and a copy furnished to Alumni headquarters as soon as such a base roster is devised. Chapters will provide updated material to main listings on a current basis.
- d. **Treasurer** – This officer shall be responsible for all receipts and expenditures of the Chapter and shall cooperate and assist the Secretary with the records. The Treasurer shall be responsible for the collection of any dues. The Treasurer shall be responsible for making an annual financial report at the annual meeting of the Chapter.
- e. **Board of Directors** – This group shall be the governing Board of the Chapter. Meetings of the Board of Directors shall be called at the discretion of the President, and the Secretary shall be responsible for reporting such meetings at subsequent Chapter meetings. The President of the Chapter shall be chairman of the Board of Directors. The Board of Directors shall include \_\_\_\_\_.

### ARTICLE VI

#### SECTION 1. NUMBER OF MEETINGS

At least \_\_\_\_\_ Chapter meetings a year shall be held. At least one shall be designated as a business meeting.

#### SECTION 2. OTHER MEETINGS

Additional meetings, activities, and social functions shall be held at the discretion of the President and/or Board of Directors. The number of meetings should be sufficient to carry out the purpose of the Chapter as outlined in Article II and to maintain the interest and the enthusiasm of the members.

#### SECTION 3 NOTICE OF MEETINGS

Public notice shall be given of all meetings. Extensive media (radio, television, newspaper) coverage will be utilized whenever possible.

### ARTICLE VII

#### SECTION 1. AMENDMENT

This Constitution may be amended by a majority vote of Chapter members present at any duly called business meeting of the Chapter.

#### SECTION 2. ADOPTION

This Constitution was officially adopted and approved by a majority vote of the members in attendance at the first regular meeting of the Chapter held \_\_\_\_\_ in \_\_\_\_\_.  
(date) (location)

The Chapter organizing members are:

The Officers selected by the Chapter for the first term are:

President:

Vice President:

Secretary:

Treasurer:

## ORGANIZATION LEADERSHIP ROSTER

Here is an outline of positions you will need to fill and a short description of some of their duties. This is not comprehensive and each position can take on more or less responsibilities. These positions do not all need to be filled. Some duties and positions can be combined if need be. Your club needs a minimum of a President and Treasurer and they must both be different people.

### PRESIDENT

- Provides leadership and direction to the chapter
- Maintains regular contact with WVU Alumni Association Liaison
- Represents the chapter and local community of West Virginia University
- Serves as chief ambassador to West Virginia University along with their constituency and local community
- Serves as the main contact for local WVU constituents
- Convenes, sets agenda for and presides over all Board and general meetings
- Oversees Board, ensuring that proper records are maintained and archived

### VICE-PRESIDENT

- As president-elect, shadows president to learn various aspects of position
- Presides at meetings and events where president is unable to attend
- Serves as secondary contact for WVU constituents interested in the chapter
- Can serve as committee chair, as well

### COMMUNICATIONS CHAIR

- Coordinates development and consistency of chapter brand and message
- Submits event information and oversees email communications
- Serves as final editor for all club communications
- Records and distributes meeting minutes to Board members and CEO

### TREASURER

- Sets up and maintains chapter bank account
- Works with WVU Fund Office to coordinate collection and disbursements
- Works with Outreach Chair to design opportunities for accepting donations
- Receives and processes receipts from admission at chapter functions
- Provides regular updates on treasury to board

### MOUNTAINEER ADMISSION VOLUNTEER CHAIR

- Collaborates with WVU (Office of Admission)
- Serves as ambassador to local high school administrators
- Identifies and pursues opportunities for expansion of local admissions activity
- Recruits WVU volunteers to staff local college fairs
- Recruits WVU volunteers for more formal alumni admission panels and regional evening admission programs.
- Makes congratulatory phone calls to accepted students
- Coordinates annual Accepted Student reception
- Coordinates annual Student Send-off Party

### OUTREACH CHAIR

- Develops and steers fundraising efforts
- Serves as custodian of area constituent list
- Works with Treasurer to design donation structure
- Handles Liability forms and Insurance Procedures

### SOCIAL CHAIR

- Coordinates social, athletic and special events
- Assists cultural chair in the organization of cultural and speaker events
- Plans game-watching events, including tailgates when WVU teams visit your city
- Coordinates trips to attend WVU games
- Organizes intramural sports teams
- Organizes recurring events, such as happy hours at local venues
- Plans holiday parties, barbecues and other celebrations
- Liaises with local alumni chapters from other universities to spearhead joint events

### CULTURAL/EDUCATIONAL CHAIR

- Drives the planning of major events such as receptions with University and alumni speakers
- Organizes trips to cultural events such as theater/opera/ballet nights, wine tastings and literary readings
- Arranges book clubs, cinema clubs and topical discussions
- Conceptualizes and organizes speaker events with local guest speakers
- Liaises with the WVU Alumni Association to arrange for WVU faculty speaker visits
- Plans excursions to attractions including theatre, opera, museums and wine tours

### MOUNTAINEER'S CARE CHAIR

- Serves as liaison with local nonprofits and community organizations
- Liaises with the WVU Alumni Association to coordinate year-round Mountaineer Care initiatives, focusing on providing info on scholarships the Alumni Association offers (Legacy and LPEF)
- Spearheads WVU chapter participation in area community service efforts

### PARENTS AMBASSADOR

- Coordinates with WVU Parents Club
- Creates opportunities for local parents to be engaged in the life of the University
- Serves as a contact for local parents of current and potential WVU students
- Works with Social Chair to coordinate family-oriented events

### STUDENT AMBASSADOR

- Connects current students with the national network of WVU chapters
- Creates opportunities for local, current students to be engaged in the life of the University in their hometown
- Works with Social Chair to coordinate family-oriented events during winter and summer break

### YOUNG ALUMNI REPRESENTATIVE

- Ensures that young alumni needs and interests are met in club programming

# ELECTION PROCESS GUIDELINES

## CHAPTER AND CONSTITUENT GROUP ELECTIONS

All chartered groups should submit a call for new officers/committee members and host an election every other year at minimum. Many groups conduct this process on an annual basis. Alumni group elections should coincide with the university's fiscal year, with terms beginning July 1 and concluding June 30. Below are election processes that have been successful for established groups. All of these options are acceptable. Your group should choose the one that works best for them.

### IN-PERSON ELECTION

With this option, nominations are accepted in person at a meeting open to all alumni in the area with interest. Leadership position descriptions are forwarded in advance of the nominations meeting, along with an outline of the general procedure for nominations/voting. Alumni who would like to be considered for a leadership position are instructed to carefully read the position requirements.

Alumni may nominate themselves by attending the nominations meeting, at which time they will be invited to share brief remarks about their qualifications and experience, interest in the position, etc. Voting can then take place at the same meeting once all nominees have had the opportunity to speak, or elections can take place at a meeting held at a later time.

### COMBINATION

A final option is to accept nominations electronically, but require all alumni seeking a position to attend an in-person elections meeting. Some groups like this option because it allows for the efficiency of a virtual nominations process, but still requires interested alumni to show they are willing to take the extra step of attending an event in-person in order to be elected.

### HELPFUL SUGGESTIONS FOR THE ELECTION PROCESS

- Use a secret ballot for elections. Voice votes can discourage new or shy volunteers.
- Schedule time in chapter meeting agendas for elections discussion. Elections should not be an afterthought.
- Encourage volunteers to try new things. Positions should not be maintained by the same person just because nobody else wants to do it.
- Nominate an elections chair to coordinate and manage the process.

### ELECTRONIC BALLOT ELECTION

Many groups find that they are able to garner greater participation if they host the elections process online. Leadership position descriptions are emailed to all alumni, along with an outline of the general procedure for nominations/voting. Nominations are collected via email. The requirements for nomination are at the alumni group's discretion.

For instance, alumni may be required to fill out a form answering various questions, or to just email a simple statement explaining their qualifications. The nominations are then compiled by the alumni chapter and can be emailed out to all alumni to review, along with a link to vote. Free online survey websites like Survey Monkey make it easy to set up a ballot online and collect votes electronically. Your alumni liaison can assist you in researching the appropriate tool to use.

## ELECTIONS TIMELINE

To help in planning, work backward from the election date to develop an elections timeline that fits your group's needs. This timeline should be tailored to each group.

### JANUARY

- Send an email to provide an overview of the election procedure to alumni
- Announce elections process to alumni at any events you are hosting

### MARCH

- Leadership team announces nominations for officers for the next term will be accepted at an April meeting, or online through a date in April.
- Leadership position information is emailed to all alumni for review.

### APRIL

- For in-person elections: The nominations meeting is held. Voting may take place following the nominations meeting, or may be planned for a future meeting.
- For electronic elections: Nominations submitted online are due. Nomination materials are compiled and emailed out to alumni with a link to vote and a deadline to do so.

### MAY

- For in-person elections: Voting takes place at a special all-alumni meeting.
- For electronic elections: Online voting closes

### JUNE

- Another solicitation for volunteers should be made for any open positions.
- Organizational positions formally announced and reported to alumni liaison.
- New leadership team attends Alumni Leaders Institute

### JULY

- Hold first planning meeting
- Make sure to meet bylaw obligations

## SUCCESSION PLANNING

So you have elected a new board/steering committee. Now what?

Here are some tips to ensure a smooth transition of officers:

- **Before elections are held:** It is important to make sure that current officers understand that they have an obligation to assist in the transition of leadership positions. Ask them to begin assembling important documents that would be helpful to a new leader. Notes, receipts, emails/electronic files, photos, etc. are all important pieces of information that can be passed along.
- **After elections, host a retreat/transition meeting where outgoing and incoming officers can meet:** Schedule this meeting shortly after elections so that outgoing officers' ideas are fresh and incoming officers are given the best opportunity to start their new role on the right foot.
- **Create clear roles and duties – volunteer job descriptions:** See the Developing and Maintaining a Strong Group section and Addendum M.
- **Keep event registration and evaluation records:** Do this to ensure all key activities and information for your chapter are archived properly for the reference of future board members.
- **Allowing others to lead makes you a better leader – establish term limits:** If you love the job, you may want to stay in your leadership role as long as possible. However this can cause burnout, idea stagnation, and does not expand the leadership network. Term limits provide a context achievement and future growth and you could come back later with new energy and ideas. Instead learn to enjoy helping out at special events and as a participant.
- **Address inactive volunteer leaders - as soon as possible:** Life happens and sometimes volunteer leaders cannot fulfill their duties, roles or responsibilities. This is okay and does not make volunteer a “bad person.” However, honor the need for active and committed leaders and have this conversation as soon as possible. Find a graceful way out - consider a leave of absence or acknowledge that the timing was not right. Encourage participation in activities since sometimes former leaders are embarrassed to attend future events.
- **Search for your successor right away – and not someone just like you:** Begin planning and identifying new potential leaders as soon as you become a leader. Attend events and “work” a room to identify future leaders. The best volunteer boards are diverse in all aspects, so begin observing who is active and coming to your events. Could they be a leader of a committee or special event?
- **Don't try to do every job yourself:** Sometimes it's easier to do things yourself than to recruit helpers to whom you can delegate. This can be a self-fulfilling prophecy; “no one else can do it like me,” and so no one will. This also sends the message that a leader has to do all the work alone and then no one will want to volunteer.
- **Seek advice and consider a structured “order of succession”:** For medium and large volunteer groups, structuring succession (e.g. a vice president who always succeeds the president) can stabilize succession further into the future. Use staff to help evaluate your unique organization, current needs and potential leaders.
- **Recognize outgoing leaders and be a mentor to newcomers:** Remember to thank and recognize outgoing leaders for their service. Former leaders can now enjoy the fruits of their leadership as a participant. Save energy to be a mentor to your successor and provide information, advice and perhaps, most importantly, encouragement.

**Make an effort!** Transition plans are only as good as the level of effort dedicated to training and knowledge-sharing with new officers. To avoid reinventing the wheel each year, a positive transition process is essential. The most critical element in transition planning and development is the understanding that what you are doing is not a downplaying of your personal achievements as a chapter leader. This is a sign to volunteers and alumni base that WVU and its affiliates provide a single, consistent message of unity and strength. The first and last person we touch at every event can ultimately determine the future of WVU.

## GOAL SETTING

Each group should have a clearly defined set of measurable goals for each year. Measurable goals allow group members to gauge success and identify areas to develop in the future. Expectations set by the Alumni Association area good place to start.

Group goal setting sessions should involve your alumni liaison, not only for assistance in the process but also to give the Alumni Association clarity about the group's anticipated direction for the future. This is a process that may appear time consuming at first but provides a unified direction throughout the year.

Goals are different from objectives in that they are not as specific or as measurable. An objective might be to increase membership attendance at chapter meetings by 10 percent over the first two months of the year. As a goal, this objective might read, increase membership at group meetings. Both are useful, measurable and provide direction for a chapter. The level of specificity should reflect the style and preferences of the group's volunteers.

### S.M.A.R.T.

For more specific goals and objectives please follow the below format.

- S** MART
- M** EASURABLE
- A** TTAINABLE
- R** EALISTIC
- T** IMELY

### FOCUS ON ACCOUNTABILITY

Goals are only useful to a group if they are developed seriously and the group leaders are held accountable to achieving them.

#### GOALS SHOULD BE MADE...

- With the help of your alumni liaison
- During June or July, as the new leadership team plans for the year ahead and the former leadership team can share their learned experiences. Goal setting need not be a lengthy process. For larger groups, a day retreat may work best. For smaller groups goal setting could simply be part of a kick-off meeting with new volunteers.
- Public. Post your goals on your website, distribute them to your volunteers and speak about them at your events. Doing so helps build credibility with your volunteers and fellow alumni.

## ALUMNI DATA & COMMUNICATIONS

### LUMINATE

Once a group is chartered, the group leader will be provided with access to alumni data and a chapter email communications tool called Luminare. All officers as listed in the group's bylaws must sign a WVU Foundation Volunteer Confidentiality Form prior to deployment of data and Luminare.

An email related to setting up and using the chapter/constituent group Luminare account will be forwarded to the primary group point of contact after receiving signed copies of the confidentiality form. Luminare allows group leaders to send WYSIWYG, WVU branded .html emails to records in their defined constituency. Luminare training is online and self-paced.

### USE OF WVU TRADEMARKS AND BRANDING

WVU administers a licensing program for University trademarks through the Office of Trademark and Licensing. The objective of the program is to protect and control the use of University marks including but not limited to the Flying WV, name of the institution and University seal. The office aggressively enforces the proper use of University marks to promote and reflect favorably on the institution and generate revenue.

The WVU Alumni Association holds a licensing agreement with the WVU Office of Trademark and Licensing that allows the Association to use University trademarks under certain circumstances.

As part of that agreement, the Association can choose to sub-license chartered chapters and constituent groups. Sub-licensed groups must adhere to the language in the agreement as well as meet all WVU branding requirements.

WVU branding requirements are listed in detail at <https://brand.wvu.edu/>. The WVU Alumni Association Marketing and Communications Director is available to answer any questions you may have about proper use of trademarks and branding standards.

### CHAPTER LOGOS

Chapter logos that meet WVU branding standards will be created for all chartered groups. The logo will be based around common WVU and Association branding theme but will also include an element that speaks to the uniqueness of the group/area it represents. The Director of Marketing and Communications will work with the identified leader of each chartered group to develop and have the logo designed.

### SOCIAL MEDIA

All chapters and constituent groups are encouraged to maintain a social media presence. Social media is an effective, inexpensive way to connect with and inform potential members. The most common platforms used by alumni leaders are Facebook and Twitter. Some also engage members with Instagram. It is the responsibility of the group to establish and maintain the organization's social media presence.

## SOCIAL MEDIA PLATFORMS

### FACEBOOK

- Create an official chapter page. Pages are preferable over groups for their ability to be searched and tagged from the main Alumni Association. Groups cannot be tagged.
- Make us a group administrator in the event additional assistance is needed.
- You are responsible for posting content and creating events on your page.
- Highlight alumni accomplishments in your area, but be sure you are inclusive. It's great to know what one or two alumni are up to, but it's better to know about a wider range of graduates and friends.
- Promote Alumni Association and constituent events regularly. We need your help getting our word out.
- Highlight sporting events as they relate to alumni initiatives.
- Tag groups applicable to the post to expand our reach.
- Include photo imagery or links with each post. Make it Personalized!
- Use “#WVUAlumni”, and include the alumni.wvu.edu website in posts. Use these frequently as they help others navigate to our main pages.

### OUR PLATFORMS

- Website: <http://alumni.wvu.edu/>
- Facebook: WVU Alumni Association, Inc. <https://www.facebook.com/wvualumni/?fref=ts>
- Twitter: @WVUAlumniAssoc <https://twitter.com/WVUAlumniAssoc>
- Instagram: @wvualumniassoc <https://www.instagram.com/wvualumniassoc/?hl=en>

### TWITTER

- Using shortest account name possible to save character space, for example (@WVUAlumniAlanta).
- Always research appropriate hashtags or utilize those delineated for our alumni events.
- Tag all groups to expand our reach and accessibility.
- Create conversations vs. one-sided posts, always responding to mentions and tags. Engage with your followers!
- Use “#WVUAlumni”, and include the alumni.wvu.edu website in posts. Use these frequently as they help others navigate to our main pages.

### INSTAGRAM

- Utilize strong image of alumni, constituent, or athletic events.
- Instagram is typically a more stylized social media platform, so get creative. Keep in mind the vast majority of Instagram users are under 40 years of age.
- Use “#WVUAlumni”, and include the **alumni.wvu.edu** website in posts. Use these frequently as they help others navigate to our main pages.

## SOCIAL MEDIA TIPS

1. **Photos drive engagement:** Photos garner more likes, comments and shares than written text. You do not have to be a professional photographer to post photos. In many instances, your cell phone photos will be of high enough quality, so, upload away!
2. **Share the content:** By encouraging the members of your group to share the content with their personal network, you will extend the reach of the chapter/constituent group. The more that it is shared, the more exposure your group will receive. Facebook's algorithms are designed to reward more engaging content with greater exposure.
3. **Use Facebook event pages:** Facebook automatically reminds interested/invited people of the event. Events will also appear in a sidebar on individual's timeline. Be clear and concise about how individuals should RSVP and pay to attend if required.
4. **Pin important information to the top:** Facebook and Twitter have features which allow users to pin important information to the top of a feed/timeline. Pinned information will be the first thing seen when individuals visit the page even though you have added new content. We encourage you to pin things like important news and upcoming events.
5. **Know your audience:** Different types of social media tend to attract different audience demographics. Know who you are trying to reach and use the appropriate media to share the message. Instagram and Twitter tends to be used by a younger audience, while Facebook is popular with older constituents. Approximately 60% of WVU Alumni Association Twitter followers are male, conversely nearly 60% of Association Facebook followers are female.
6. **Boosting your post can increase views:** Facebook has a feature which allows for posts to be boosted for as little as \$15. Boosting a post allows you to target base your message on demographics such as age, gender and geography.

7. **Respond to mentions and tags:** As alumni leaders, you are representatives of the University and role models for the culture change being implemented at WVU. We strongly discourage posting photos exhibiting the consumption of alcohol. We also ask that individuals be mindful of the content on your accounts. Humor can be misinterpreted and your group's online presence is not an appropriate place to post criticism about WVU or the Association. Proper channels to express concerns of that nature are included in a later section of this handbook.
8. **Stay relevant:** If you are going to have social media then you need to keep it relevant or there is no point in having it in the first place. The biggest mistakes organizations often make with their social media is that they will start strong by posting large amounts of content with less frequent submissions as time passes. An informed constituency increases the likelihood of group success. We encourage weekly postings to keep your followers informed and engaged.

### WHAT CAN YOU DO TO HELP?

- Follow and like the main alumni accounts immediately on all social media platforms. These platform handles are listed below.
- Like, share, comment, or tag our posts. This strengthens our network and our brand worldwide.
- Tag alumni accounts in YOUR posts, and send us alumni stories or highlights. We want to promote you, and you are instrumental in promoting us.
- Use “#WVUAlumni” and appropriate event hashtags while you are there and include the **alumni.wvu.edu** website onto your posts when applicable. This creates consistency across our platforms and makes us easily search-able for our users.
- Tag people! Business pages are not able to tag individuals, so tag those you know to strengthen our posts, and share our posts to those who you think would like to see them.
- Make sure with any online promotion you are considering the WVU Brand. Branding information can be found online at [www.brand.wvu.edu](http://www.brand.wvu.edu)

## ONLINE ACCOUNTABILITY

As alumni leaders, you are representatives of the University and role models for culture change being implemented at WVU. We strongly discourage posting photos exhibiting the consumption of alcohol. We also ask that individuals be mindful of the content on your accounts. Humor can be misinterpreted and your group's online presence is not an appropriate place to post criticism about WVU or the Association.

## CHAPTER WEBPAGES

Websites are one of the primary ways that potential members will seek information about your group. It is our goal to eventually host Websites for all chartered groups. Until that is feasible, we encourage chapters to develop and host a chapter webpage if they can devote the time and resources to keep it updated. Developing, hosting, monitoring and maintaining the site is the responsibility of the group.

There are a number of free and/or cheap resource available online to assist less tech savvy individuals establish a web presence. The WVU Alumni Association Director of Marketing and Communications is available to offer best practices and suggestions; please refer to Allyson Cannon.

If your group does not have the time or resources to keep content up-to-date on your website, we suggest that you not develop one.

Websites with out-of-date information are more frustrating to potential members than not having one at all.

## EVENTS

WVU Chapters host programs and activities in four major areas:

### ADMISSION, STUDENT, AND PARENT OUTREACH:

- ◆ College fairs & evening programs for prospective students
- ◆ Congratulatory calls, accepted student & parent events & Student Send-offs
- ◆ Welcome Dinner for international students & parents
- ◆ Student Ambassador – liaison between students and WVU Chapters
- ◆ Parent-specific programming – Parent Ambassadors

### ACADEMIC/ATHLETIC ACTIVITIES

- ◆ WVU game watching parties & tailgates at away, tournament & bowl games
- ◆ Recreational leagues & professional sport outings
- ◆ Lectures with faculty, administrators, coaches & alumni
- ◆ Personal enrichment classes & book clubs

### SOCIAL EVENTS AND PROFESSIONAL NETWORKING:

- ◆ Welcome to the City events & happy hours
- ◆ Roasts, holiday parties & BBQs
- ◆ Professional industry committees, networking events & panel discussions: entrepreneurship, financial, government, healthcare, IT, media & real estate

### VOLUNTEER SERVICE

- ◆ Community service initiatives
- ◆ Volunteer leadership for WVU – boards, committees & ambassadors

## SUGGESTED EVENT PLANNING TIMELINE

### SIX MONTHS - ONE YEAR IN ADVANCE

- Determine the goal of your event and select the appropriate format for your message
- Outline a budget estimate and seek appropriate approval
- Select the date, after review of calendars for key participants, the University, and community
- Discuss roles and responsibilities with other supporting units
- If requesting the president's participation, contact President's Office
- Select and reserve a venue, and obtain agreement in writing

#### VENUE

- ◆ How many people can your facility accommodate?
- ◆ What is the rental cost?
- ◆ Is a deposit required for the reservation?
- ◆ May I see a sample contract?
  - ◇ Be sure to check the cancellation policy, insurance requirements and liability clauses
- ◆ What is the standard and included rental cost?
  - ◇ Tablecloths and napkins, silverware, glassware, plates, centerpieces, setup and tear down, etc.
- ◆ Are there specific delivery and set-up times?
- ◆ What is the availability and cost of parking?
- ◆ Is there a coat check available? (if needed)
- ◆ When is the final guest count due?
- Select guest list categories and begin master guest list
- If dignitaries are to be invited, notify the Office of University Events for assistance

- Choose a theme
- Develop a rain plan (if scheduled for an outdoor venue)
- Select a caterer and hold initial meeting to discuss event
- Reserve hotel accommodations, if needed
- Outline décor needs
- Choose and order favors/give away items
- Select and order any plaques, awards, etc.
- Reserve rental equipment needed from external vendors
- Confirm event speakers, including a master of ceremonies
- Write copy and design save the date mailing
- If planning to serve alcohol, seek appropriate permission (see liability section)
- Plan audio/visual presentation and hire necessary audio visual support
- Develop plan for publicity with your communications director
- Discuss parking/transportation needs with WVU Transportation Office
- Develop plan for any online components

### THREE–SIX MONTHS IN ADVANCE

- Write copy and design printed invitations, seek approval before printing
- Finalize and get approval for guest list
- Confirm program speaking order, adhering to protocol

#### SPEAKER REQUEST PROCESS

Many chapter/group events are enhanced enough through the presence of a notable speaker. Please consider a few things when selecting and planning for a speaker at your event.

- ◆ Speaker expenses -- travel, room and board (possibly including spouse)
- ◆ All speaker expenses should be built into the chapter/group event registration cost in order to break even on the event
- ◆ The alumni association is happy to assist the chapter/group with promoting the speaker through an e-mail
- Determine how invitations will be mailed (through your unit or other entity?)
- Mail save the date notifications (3-4 months before event)
- Check in with program participants and offer suggestions for their remarks
- Request bio information and photograph/headshot of speaker for publicity
- Add your event to the online University event calendar (available from the WVU Homepage)
- Confirm event entertainment, and obtain agreement in writing
- Confirm event menu with caterer

#### FOOD AND CATERING

- ◆ Is there an exclusive caterer or can we bring in our own?
  - ◇ Is there an extra cost to bring in your own?
  - ◇ Do you have a preparation area available for an outside vendor?
  - ◇ Are there food and beverage minimums?
- ◆ Are waiver forms required for an outside vendor?
- ◆ Is there alcohol permitted on the premises? (consult liability section)
  - ◇ Do we need to sign an alcohol contract?
  - ◇ Is alcohol supplied by a caterer, or can we bring it in ourselves?
- ◆ Does the caterer provide a certain percentage over the guaranteed number of guest?
- Select and meet with a florist
- Develop security plan with University Police
- Request/hire a photographer
- Develop a layout of your venue and determine where specific activities will take place
- Confirm support staffing
- Request volunteer staffing
- Continue to update website and social media with event details as needed

**TWO MONTHS IN ADVANCE**

- Submit work order to Facilities Management for set up/logistical needs/materials
- Complete guest list with addresses and prepare for mailing
- Send out invitations 4-6 weeks before the event
- Finalize décor
- Make hotel accommodations and transportation plans for out-of-town guests/dignitaries
- Create signage needed for event (banners, directional, etc.)
- Finalize program and send to printer for production
- Create menu cards if needed
- Contact the Office of Disability Services for assistance with accommodations
- Prepare draft for printed program

**TWO—FOUR WEEKS IN ADVANCE**

- Track RSVPs as they come back to your office
- Prepare registration packets
- Continue event publicity
- Send detailed instructional packet to presenters, including directions, parking info, etc.
- Finalize arrangements with all vendors, including A/V, catering, material suppliers
- Write speeches and introductions; seek approval
- Giveaways should be received and prepped for distribution
- Create table numbers
- Create seating diagrams of room
- Visit venue for walk through
- Receive printed program, pull at least 2 for your file
- Develop master timeline for event day(s)

**ONE WEEK IN ADVANCE**

- Contact “No Replies” on the RSVP list to avoid unexpected attendees
- Print guest list in alphabetical order and also by table number for easy reference
- Create name tags, place cards, seating chart and table numbers
- Provide detailed advance packet to hosts with VIP backgrounds and other pertinent info
- Collect plaques, awards and other presentation materials
- Finalize remarks and create master script book for podium (tabbed for each speaker)
- Send electronic version of script to each presenter for final review
- Send final instructions to volunteers
- Review responsibilities with event support staff
- Confirm guest count with catering
- Prepare event box with needed supplies (see Mini Event Box below)

**EVENT DAY**

- Arrive at least 2 hours early
- Wear comfortable shoes!
- Bring final copies of all planning documents for reference
- Bring vendor forms for entertainment payment
- Bring script book for podium
- Greet volunteers and brief them on their responsibilities
- Examine venue with signage, favors, awards, etc.
- Perform sound, video and lighting checks
- Set up registration table at LEAST 30 minutes before event start time

**MINI EVENT BOX**

- |                     |                      |                  |
|---------------------|----------------------|------------------|
| ♦ AA Batteries      | ♦ Glue Stick         | ♦ Rubber Bands   |
| ♦ Band-aids         | ♦ Highlighter        | ♦ Scissors       |
| ♦ Black Sharpies    | ♦ Message Pad        | ♦ Staple Remover |
| ♦ Blank Index Cards | ♦ Note Pad           | ♦ Stapler        |
| ♦ Blue Sharpie      | ♦ Paper Clips/Clamps | ♦ Tape Dispenser |
| ♦ Double-Sided Tape | ♦ Pencils and Pens   | ♦ Tylenol        |
| ♦ Extra Name tags   | ♦ Post-It Notes      |                  |

**FOLLOWING THE EVENT**

- Collect all needed invoices and process for payment
- Send thank you notes to participants, volunteers and staffers
- Hold event review to examine successes and points for improvement
- Conduct survey of attendees to gauge success.
- Make list of notations for next event
- Pull tear sheets and media clips for your file
- Complete file with documents of record

**!** *Please note: There should be a documented follow-up worksheet so that those in the chapter leadership positions in the future will be able to replicate successful aspects and not repeat those that were unsuccessful.*

**EVENT EVALUATION**

After your successful event, here are some follow-up questions that may help next years’ event to be even better...

**PREPARATION**

- Was the planning and organizing of our event completed on schedule?
- Were there an adequate number of members involved in the planning, organizing, preparation and follow-up of the event?
- How did guests learn of the event?

**EVENT**

- Did the event start on time?
- Did the event flow smoothly?
- Was the length of the event appropriate?
- How many attendees were there?
- Was there enough food, entertainment, etc.?
- Was the location suitable for the event?

**FOLLOW-UP**

- What comments/suggestions were made at the event?
- What could have been done to make it a more successful event?
- Have “Thank You” cards been sent to the appropriate people?
- How else can we recognize those who made the event a success?
- Did we contact the Alumni Association about the event’s success?
- Have the pictures of the event been developed/ downloaded?

# RISK MANAGEMENT/LIABILITY INFORMATION

## CONTRACTS

A contract should be signed by an authorized officer of the WVU Chapter for each special event. We suggest that the Outreach Chair be responsible for all contracts and liability forms as seen listed in their suggested list of duties found in Addendum M in the Appendices.

! Please note that laws affecting WVU Chapters outside the state of West Virginia may vary.

- When the Chapter arranges for services to be provided by vendors, it is important for the group to ask the vendor to provide evidence of insurance. (Chartered bus trips for members and guests, banquets, signature events, game watches)
- The WVU Chapter of \_\_\_\_\_ is the contracting party, not West Virginia University, the Alumni Association or the individual signing the contract.
- Insert “as Outreach Chair of the WVU Chapter of \_\_\_\_\_” or other title after your name to assure you are not held personally liable.
- Careful review of the vendor’s policies on refunds and deposits is extremely important. You can always request a change in the wording of the contract.
- If you do make changes, be sure all changes are made in writing and are signed/initialed by both parties.
- Helpful hint: If WVU is paying for your Outreach event, then WVU signs all contracts and pays the venue directly. Also if your event requires additional insurance coverage, please obtain that by working with your assigned WVU Alumni Association staff liaison.

- Liability Insurance: For your protection and that of your guests be sure your vendor has proper insurance. Ask each vendor to send a certificate of insurance naming the WVU Chapter of \_\_\_\_\_ as a certificate holder.
- Because WVU does not have an employer-employee relationship with alumni group members, Workers Compensation Coverage is generally not applicable.
- The Alumni Association generally relies upon the liability insurances of hotels, clubs and convention centers when renting the facility. It is the responsibility of the venue to provide a safe environment for those renting its facilities.

## CONFLICT OF INTEREST

No member of the Board of Directors may have a material interest in conflict with the interests of the Chapter or be engaged to provide professional or other services to the Chapter for remuneration, unless the arrangement is the result of a competitive bidding process or has been fully disclosed to the Board in advance. The Chapter is not precluded from engaging the services of a Director, or the Director’s company, employer, associates, or immediate family members so long as the relationship is fully disclosed in advance to the Board.

A Director will not use his or her personal influence in order to obtain a contract with the Chapter; a Director may however, state his or her position and answer pertinent questions with respect to the matter. If the Chapter engages a Director, or the Director’s company, employer, associate, or the family member to provide professional services for

remuneration, the Chapter will enter into a written agreement for those services to specify the cost, nature, term, and scope of the engagement, and any other factors determined necessary by the Board. No Director may vote on any matter in which the Director has a direct pecuniary interest including, but not limited to, approval of the agreement.

Any member of the Board who receives fees, commissions, or other remuneration furnished by the Chapter to the Director, or the Director’s company, employer, associates, or family members, shall promptly disclose such matters to the President and Board in writing. Each member of the Board shall sign a conflict disclosure in a form as determined and provided by the Alumni Association.

## EVENT INSURANCE, CONTRACTS, AND RENTALS

### PROCEDURES FOR EVENTS WITH ALCOHOL

The WVU Alumni Association recognizes that alcoholic beverages may be served at alumni programs and events from time to time. The following approach is in regard to the service of alcoholic beverages at officially sanctioned WVU Alumni Association events.

- The individual or agency sponsoring the event assumes responsibility for compliance with all laws governing the dispensing and serving of alcoholic beverages.
- No alcoholic beverages may be brought into the facility by a party other than the approved vendor. Sale of alcoholic beverages must be arranged for and purchased through

a licensed caterer of alcoholic beverages.

- When alcoholic beverages are served, non-alcoholic beverages and food must also be made available to guests.

### ALCOHOLIC BEVERAGES MAY ONLY BE SERVED

- In a manner that is consistent with all local, state and federal laws and regulations
- By a hired, qualified third-party alcohol server
- As a part of an event that includes food service and non-alcoholic beverage service

### ALCOHOLIC BEVERAGES MAY NOT BE SERVED

- In a manner that promotes the service of the alcoholic beverages as “free” or “without cost”
- “self-service” style or by any other uncontrolled means
- At programs designed to attract current or prospective students who may be under 21 years old
- By any volunteer or staff person representing the WVU Alumni Association
- In a manner that encourages being over-served perpetuating the often held stereotype of WVU

! Please keep in mind that insurance coverage and assigned liability is a complex legal area that is determined by the facts and circumstances of each occurrence or event, so please use the information above only as a guideline.

# ALUMNI LEADER EDUCATIONAL RESOURCES

## ALUMNI LEADERS INSTITUTE

The WVU Alumni Association hosts an intensive two day seminar for alumni leaders annually in Morgantown. The purpose of the institute is to bring chapter leaders from across the country to campus so that they can network and for educational and leadership training. The Association covers a portion of the travel expenses for leaders attending the event.

## QUARTERLY ALUMNI LEADER CONFERENCE CALLS

The WVU Alumni Association outreach staff hosts quarterly conference calls with chapter leaders to discuss initiatives, programs, seek feedback and share best practices. The conference call also includes a session of rounds where chapter leaders can share information about successes and challenges experienced at the local level.

## MONTHLY NEWSLETTERS

An internally focused electronic newsletter is distributed to chapter leaders on a monthly basis. The newsletter, provides information about upcoming events, programs and initiatives occurring during the month. The newsletter is distributed via the chapter leaders listserv.

## CHAPTER LEADERS LISTSERV

The chapter leader's listserv is a primary way for the central office in Morgantown to communicate with the network of chapter leaders across the country. The listserv is a way to share information, distribute programmatic offerings and seek the feedback of alumni leaders in a distribution list format. There are multiple listserv messages forwarded regularly on a weekly basis.

# CREATING A FUNDRAISING PLAN

A fundraising plan sets goals that promote growth and create ownership among the entire team. They enable the team to track progress, identify problems as they arise and avoid crisis fundraising.

With a solid grip on the big picture, you will always know where you stand related to where you want to be. You will also be able to proactively set and balance your priorities and avoid competing timelines.

The process of creating a plan requires several steps. Following these steps will help your group plan initial efforts and gather and analyze information before the first task is even made.

### STEP 1. Gather information on your past fundraising efforts

### STEP 2. Analyze past fundraising efforts

*As you look at your current fundraising strategies, consider these questions:*

- ◆ What has worked well and what hasn't?
- ◆ How can these activities be modified to become more effective?
- ◆ Where is the greatest potential for growth?
- ◆ Should you devote more time to certain strategies?
- ◆ What are new opportunities coming up that you want to take advantage of, such as an anniversary, new organization leadership, etc.?

### STEP 3. Determine your available resources

### STEP 4. Strategies – What Will You Do?

### STEP 5. Set your goals

Think about two kinds of goals for your fundraising plan: strategic goals and financial goals. Strategic goals are non-monetary goals related to your development program. These could include starting a newsletter, increasing board participation in fundraising, or becoming less dependent on University funding. Financial goals are more traditional fundraising goals. How much do you hope to raise and from what sources?

*List both strategic and financial goals for your group:*

Strategic:

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Financial:

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# FUNDRAISING PLAN CONTINUED

## STEP 6. Hammer out the details

For each strategy, think about the amount your team expects to raise as well as expenses associated with raising that money. How many staff and volunteers are needed to execute the plan? Who is responsible for which parts of the plan? When are their deadlines?

*For each fundraising strategy that you plan to use, fill out a separate page with the following information:*

**Strategy:**

Projected Income (gross): \$ \_\_\_\_\_  
 Total Cost: \$ \_\_\_\_\_  
 Net Income: \$ \_\_\_\_\_

## STEP 7. Pull it all together

## SCHOLARSHIP FUNDRAISING

The WVU Alumni Association is here to support alumni groups in raising funds for WVU student scholarships. The goal for these groups is to fund an endowed scholarship of at least \$25,000, and annually award \$1,000 in scholarships to current students. Groups working towards this goal are tasked with raising the \$25,000 over five years and will work with the Director of Development to develop a fundraising plan.

### TYPES OF SCHOLARSHIPS

- A **demand fund** scholarship is a cash fund set up to award one scholarship per year at a set amount (generally \$1,000). Once the cash in the fund is depleted, no additional scholarships will be awarded. (We generally suggest chapters start at this level and build towards an endowment.) A minimum pledge of \$5,000 is required to start a demand fund. The money can be paid over 5 years.
- An **endowed** scholarship is invested money (a minimum of \$25,000) that yields 4% spend each year for scholarship distribution. Once the \$25,000 minimum is reached, you do not have to contribute any additional money. The fund will yield enough money for one scholarship each year.

! *This minimum is subject to change after December 2017*

## HOW TO SET UP A SCHOLARSHIP

1. Notify the Director of Development at the Alumni Association of your interest in setting up a scholarship for students in your region.
2. You will be asked the following questions:
  - a. At what level would you like to commit? A demand fund or at an endowment level?
  - b. What counties will this scholarship cover?
3. Based upon your answers, the Director of Development will draft paperwork for you to review, sign, and send back.
4. The paperwork will then be filed at the WVU Foundation. You will receive a copy of the signed agreement as well as your fund number once the setup is complete.

### TIPS WHEN TRYING TO REACH YOUR FUNDING GOAL

- Host a fundraising or signature event with all proceeds going towards the scholarship.
- If your chapter hosts regular game watches, ask the bar to donate a percentage of the money spent by your members back to the scholarship fund. Their business gets credit for the tax deduction and your scholarship fund grows! It's a win, win!
- Individuals can contribute directly to the fund for their own tax benefit.
- Don't forget to take advantage of matching gift dollars through employers of chapter members.

## TYPES OF CHAPTER STRUCTURES

There are three different types of chapter structures and which type works best for your chapter is subjective and should be selected and/or updated after obtaining proper legal and tax advice.

### **TYPE 1 – INFORMALLY ORGANIZED – NO ENTITY**

It is important to note that not all groups and associations that do “good work” are separate entities. Some are simply non-chartered groups of individuals who get together to do something without any formal legal action. Even though they might have a separate name for their group, the entity does not have a separate legal existence from its members.

- No formal legal entity
- No governing documents
- No Directors or Officers
- No legal liability protection
- Does not have EIN
- Does not file any tax returns

Difficult to establish a bank account in the name of the chapter and if has a bank account it will tied to a particular persons social security number.

### **TYPE 2 – FORMAL ORGANIZATION – NOT FOR PROFIT**

The terms “non-profit” or “not-for-profit” refer to organizations that have been chartered at the state level. Typically, this means that they have filed some sort of formation document with the Secretary of State’s office. Not for profit describes a type of organization that does not earn profits for its owners. All of the money earned by or donated to a not-for-profit organization is used in pursuing the organization’s objectives and keeping it running.

- There is a formal legal entity by filing Articles of Incorporation with State of existence.
- Has governing documents – Bylaws
- Has an EIN
- Must file tax returns
- Has Directors or Officers
- Has bank account in entity name
- Monthly bank reconciliation
- Must file annual corporate report with State of existence (otherwise, may get administratively dissolved and have to pay reinstatement fee. Be sure to update directors / officers names and mailing addresses each year when filing the annual report).
- Limited liability protection - Do not sign in individual capacity only sign as director /officer
- Director fiduciary responsibilities – (consider director liability insurance against certain acts and general liability insurance for certain events)

Just because an organization has registered as a non-profit or not-for-profit organization with the state, however, does not mean that it has obtained tax-exempt status.

### **TYPE 3 – FORMAL ORGANIZATION – NOT FOR PROFIT AND 501(C)(3)**

To achieve tax-exempt status, the organization needs request 501(C)(3) status from the Internal Revenue Service. Once registered and running, the organization has to maintain compliance with the appropriate state agency regulating charitable organizations. Donations made to a tax-exempt, not-for-profit organization may also be tax deductible for the donor. This type of chapter structure contains all of the characteristics of Type II structure above plus the following distinctions:

- Must file form 1023 with IRS
- Allows chapter the ability to collect donations as tax deductible charitable contributions to be used to pay expenses and provides incentive for donors to make contributions.

## CHAPTER SUSPENSION AND DISSOLUTION

The WVU Alumni Association is committed to assisting all chartered chapters to be viable and successful. Unfortunately, when chapters are unable to meet minimum expectations, they may face suspension or dissolution. The following describes the circumstances and procedures that apply when this situation becomes necessary.

### SUSPENSION AND DISSOLUTION BY THE CHAPTER

A chapter may request in writing to be suspended if there is no longer an interest or ability by the leadership to maintain the group. The Association's outreach liaison will acknowledge the suspension when notification has been received from the chapter leadership.

During the suspension, the Association will actively seek to locate new leadership and reactivate the chartered chapter.

If the chapter has not been reactivated within one year from the date of suspension, then the chapter may be permanently dissolved by the Association. Assets held by the chapter will become the property of the national Association when permanently dissolved.

### SUSPENSION AND DISSOLUTION BY THE ASSOCIATION

A chapter may be suspended or dissolved by the Association if the leadership demonstrates that it can no longer meet minimum expectations. When suspension or dissolution of a group becomes necessary, the following steps will be taken:

1. A written notification of temporary moratorium and the reason for such action will be sent to the chapter leadership by the Association outreach liaison. This notification shall include a request to participate in a meeting to discuss the status and/or possible alternatives for the continued viability of the chapter. That meeting must occur within 30 days of receipt of the moratorium letter. Examples of reasons for suspension or dissolution can include but are not limited to:
  - a. Failure to meet the minimum requirements a listed in the Chapter Handbook and in correspondence with the group.
  - b. Demonstrating or taking any action detrimental to the University or the Association.
  - c. Unauthorized or improper use of the Association's name, lists, logos, etc.
  - d. Mishandling or misrepresentation of financials associated with the operation of a chapter.
2. Depending on the outcome of the meeting,

the Association outreach liaison will make a recommendation regarding the chapter's ongoing status (continuance, suspension or immediate dissolution) to the Vice President of Alumni Relations.

3. If suspended, the Association will work with the group leadership to implement a corrective action plan. The chapter may be permanently dissolved by the Association if satisfactory improvement is not made toward the corrective action plan within one year of the date of suspension. Assets held by the chapter will become the property of the national Association when permanently dissolved.

## WVUAA INFORMATION

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# ERICKSON ALUMNI CENTER STAFF CONTINUED



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## PROGRAMS & SERVICES

### AWARDS

Each year, the WVU Alumni Association recognizes alumni, volunteers and students who have accomplished successes in the community, in their professions and in the classroom.

#### DAVID W. JACOBS LIFETIME SERVICE AWARD

This award recognizes support and lifelong service to the WVU Alumni Association. The award was named for David Wood Jacobs who served as director of the Alumni Association for more than 37 years.

### HOMECOMING

Our chapter leaders and members devote countless hours to furthering the mission of West Virginia University. To recognize their wonderful service to our alma mater, community, students and fellow graduates, the Alumni Association selects recipients for our service awards and honors them during Homecoming in the fall.

The WVU Alumni Association is also pleased to recognize an outstanding alumna/us and parade marshal each year as we celebrate Homecoming. Throughout our history, graduates such as legendary coach, the late Fred Schaus, General Robert “Doc” Foglesong and WVU’s first Homecoming queen, Mary Lou Bullard Moore have participated in the Homecoming parade.

#### JAMES R. MCCARTNEY COMMUNITY SERVICE AWARD

The James R. McCartney Community Service Award recognizes a member of the

WVU Alumni Association who has given outstanding citizenship and service to his/her community.

#### JOHN F. NICHOLAS JR. AWARD

This award recognizes a member of the WVU Alumni Association who has given outstanding service and contributions to a local alumni chapter.

#### MARGARET BUCHANAN COLE YOUNG ALUMNI AWARD

Named for Margaret Buchanan, founder of WVU’s Kappa Kappa Gamma sorority and first woman to serve as president of the Alumni Association, this award honors a WVU alumnus/alumna who graduated within the last 10 years and has provided outstanding service to the Alumni Association or a local chapter.

#### PAUL B. “BUCK” MARTIN AWARD

This award recognizes a member of the WVU Alumni Association who has worked to preserve, maintain and promote the traditions of WVU. The award was named for Buck Martin who served as president of the Alumni Association and was the former editor of The Martinsburg Journal and noted WVU historian.

#### WVU ACADEMY OF DISTINGUISHED ALUMNI

The Academy of Distinguished Alumni honors West Virginia University graduates who have attained national or international distinction in their profession or discipline. The award has been established by the West Virginia University Alumni Association in cooperation with the University’s 14 schools

and colleges. Nominations can be submitted electronically through September 30, 2017 (for consideration for 2018) or anytime thereafter for future nominations.

Since 1988, this prestigious award has been bestowed on nearly 100 West Virginia University alumni, including Jerry West, David Selby, Dr. Nancy Nielsen, Rod “Hot Rod” Hundley, Sam Huff and Gen. Robert H. Foglesong.

### DINNER FOR A DOZEN

Dinner with a Dozen is a program promoting interaction between motivated students and successful WVU alumni. By giving students and alumni a more personal setting to interact, we hope to foster relationships between the two to aid in personal and professional growth.

Dinner with a Dozen allows 12 students to have dinner with different WVU alumni throughout the school year. Students who are selected for Dinner with a Dozen will be eligible to select dinners that they would like to attend based on interests and area of study. Dinners will tentatively take place once a month and DWAD participants will be notified about dinner opportunities via email when they are available for sign-up.

### ENDOWMENTS

Endowments may be named in honor of a loved one or an influential person in your life, or even in your own name. Endowments allow for long-term success of the Alumni Association through continues support long after the last payment is made. The WVU Foundation invest gifts received towards the endowment. They disburse the annual income to the Alumni Association while maintaining

the corpus of the endowment into perpetuity.

### GOT 30?

Our Got 30? mentoring sessions, connect students with alumni in a private one-on-one setting. Students may use the 30-minute time frame to gather advice in their prospective career fields, review resumes and cover letters, gain professional development skills or generally get to know another alum. These monthly sessions are offered on volunteer basis and are reserved at a first come, first serve level.

### HAIL WV

HAIL West Virginia is the premium tailgate event hosted by the WVU Alumni Association. Attendees of HAIL West Virginia are welcome to all facilities within the Erickson Alumni Center.

### HOMECOMING

The first homecoming celebrations were held in 1910. The first Homecoming queen, Mary Lou Moore, was crowned in 1939. Every fall during a home football game weekend, alumni are invited back to reminisce and reunite with former classmates. Festivities include a parade on High Street on Friday night and the football game on Saturday. In addition, local clubs and campus organizations show their school spirit by donning banners throughout the city of Morgantown.

During, the 2004 Homecoming festivities, WVU welcomed Mary Lou Bullard Moore back to campus where she served as parade marshal for the Homecoming parade. In addition, she was recognized during the half-time ceremony of the WVU-Temple

game. David Hendrickson, an attorney also from Charleston, was recognized with the Outstanding Alumnus award from the WVU Alumni Association.

### MARMADUKE H. DENT SOCIETY

Founded in 1993, the Marmaduke H. Dent Society recognizes the thoughtful generosity of those loyal benefactors of the West Virginia University Alumni Association who want to continue the Association's traditions by providing additional financial support for the future of the organization.

Named for WVU's first graduate and first president of the Alumni Association – Marmaduke H. Dent – the Dent Society recognizes lifetime cumulative giving through membership donation levels ranging from \$5,000 to \$50,000 or more. Contributions are invested in an endowment to ensure a steady stream of income, and only the earnings from the endowment are expended.

The Dent Society provides sustaining support for alumni programs and operations, including long-term support determined by the WVU Alumni Association Board of Directors.

Qualifying donors to the Dent Society receive appropriate acknowledgment with a plaque inside The Erickson Alumni Center, invitations to annual Dent Society events, listing in alumni publications, recognition for all Foundation giving levels, and invitations to special athletic events.

### MEMBERSHIP

A storied history of trailblazers going back 150 years. WVU Alumni consists of more than 20,000 other Alumni Association members that help create a brighter future for our University, our students and our state.

Being a Mountaineer is a lifetime commitment. As a graduate and loyal friend of West Virginia University, you never really leave the university behind; you are forever an integral part of the life of WVU. The WVU Alumni Association is your link to the university. We are proud to maintain that connection and engagement for our more than 190,000 alumni worldwide and offer a home away from home for our alumni and friends at The Erickson Alumni Center.

Through the Association, our alumni community finds a wealth of ways to give back to WVU, from scholarship support of promising students to global outreach for our graduates. As our alumni pool grows, even more will be expected from the Association—more ideas, more programs, more connections. We can and will exceed those expectations-but only with your generosity and commitment.

### GOLD & BLUE CREW

The Gold and Blue Crew, WVU Alumni Association's Student Alumni Organization, connects all West Virginia University students with the 200,000+ alumni base through programming, mentorships and events such as:

- Pioneer Sessions, our life-101 professional development series featuring alumni
- Private networking events for members
- Hire a Mountaineer career development events
- Our Got 30? mentoring sessions, connecting students with alumni
- Special events for members, such as our Screen on the Alumni Green

### MEMBERSHIP BENEFITS

Valued members of the WVU Alumni Association receive access to a number of exclusive offers that include:

- Access to the WVU Alumni App, the app for members, alumni, students and friends of West Virginia University! Bring the power of membership to your mobile device. Access member-only discounts at national merchants, search a directory of alumni and network with fellow Mountaineers!
- Register your business or company for the Staples Business Advantage network. Enjoy huge savings on day-to-day office orders, printed materials and so much more through the WVU Alumni network account.
- Tap into the WVU Alumni Savings Network and save at over 300,000 national merchants.
- Earn Priority Points through the WVU Athletic Department Ticket program for front-row access to prime sporting events throughout the seasons!
- Planning a trip? Check out our Alumni Travel Discounts before booking.
- Partner with Nationwide Insurance for special affinity rates on home, car, pet and automobile insurance!
- Choose your adventure through our partnership with Snowshoe Mountain Resort and our Mountaineer Camps series, set to take off Summer 2017! Members receive special rates for weekend packages.
- Our Collegiate Insurance Resources (CIR) program provides long-term care and health insurance solutions, catered to each

individual alum of West Virginia University.

- Knowledge is Power! Access a variety of different research search engines and resources through our Alumni Library Gateway powered through WVU Libraries.
- Home is where the Flying WV is. Obtain your affinity license plate in participating states.
- Alumni members save 15% on regular priced purchases in all Brooks Brothers Retail and Factory stores nationwide.
- Get a restful night's sleep at Holiday Inn Morgantown on your next visit to WVU! Alumni members receive special nightly rates.
- Members can qualify for 20% off regularly priced merchandise through the Jos. A. Bank catalog, on the internet and at all retail locations.
- Receive exclusive communications, event invitations and monthly flash benefits only offered to our valued members!

### MENTORSHIP/NETWORKING (WVU CONNECT)

In the spirit of Mountaineers helping Mountaineers, the WVU Alumni Association is launching the WVU Connect alumni networking and mentoring program. Once fully implemented, WVU Connect will enable alumni to network and share their experience and expertise with fellow alumni and students. The connections made through WVU Connect will help alumni and students grow personally and professionally, leaving a permanent, positive impact on the WVU campus community.

### OLD GOLD ANNUAL FUND

Old Gold Fund is the annual fund for the Alumni Association. The fund supports the greatest needs of the Alumni Association. It is a non-endowed fund that allows the Association the use the funds immediately.

### **PIONEER SESSIONS**

Pioneer Sessions are available to all students and staff of WVU current or past. What's the goal? To connect alumni with current students and to provide an opportunity to facilitate learning and networking. The 45 minute session opens with the speakers reflecting on their industry and how it can prepare students post-graduation. Leaving the last 15 minutes open for Q&A.

### **SCHOLARSHIPS**

The Alumni Association provides scholarships to incoming and current students.

### **LEGACY SCHOLARSHIP PROGRAM**

WVU alumni and their families are part of our family. That's why the WVU Alumni Association is proud to offer our Legacy Scholarship Program. The Legacy program benefits family members of alumni who want to attend WVU.

### **LOYALTY PERMANENT ENDOWMENT FUND**

For more than 79 years, the WVU Alumni Association's Loyalty Permanent Endowment Fund (LPEF) has helped more than 4,500 deserving students realize their dreams at WVU. Funded entirely from unsolicited private donations, the LPEF is a contributing source of funds to the WVU Scholars Program. The LPEF was established in 1937 by the WVU

Alumni Association and has more than \$12 million in assets.

The LPEF supports a number of individual scholarships. Each year, approximately 400 scholarships will be awarded through the LPEF to deserving students, including valedictorians, student body presidents and other deserving Mountaineers.

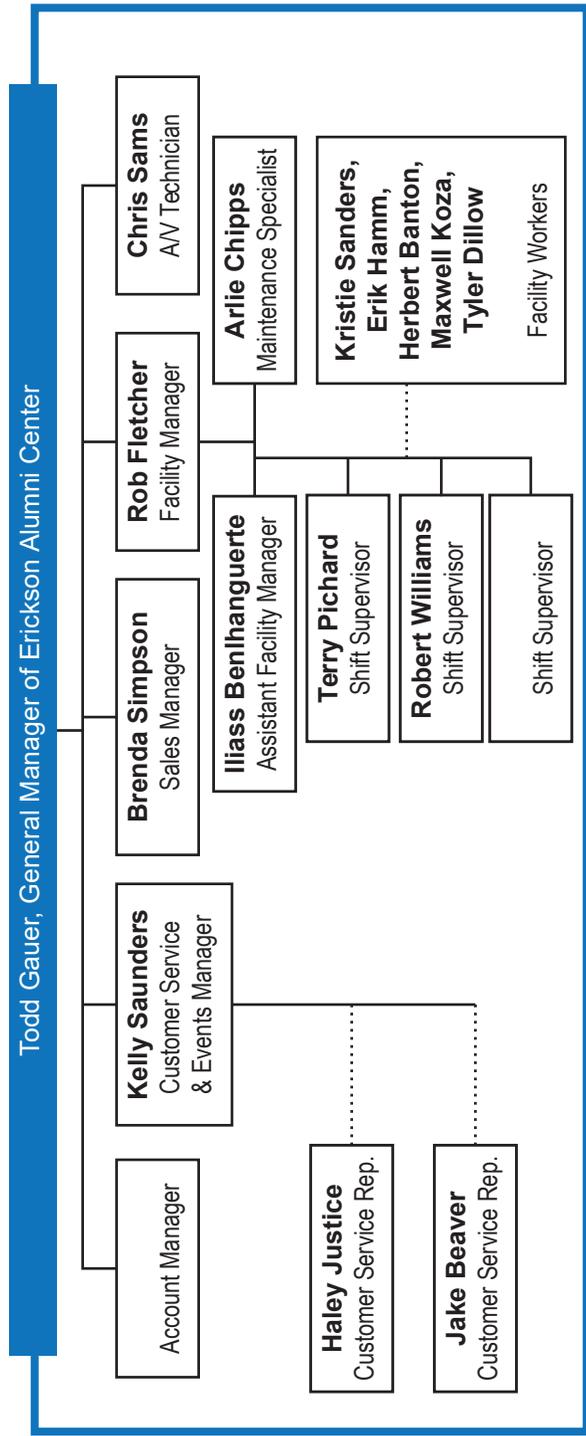
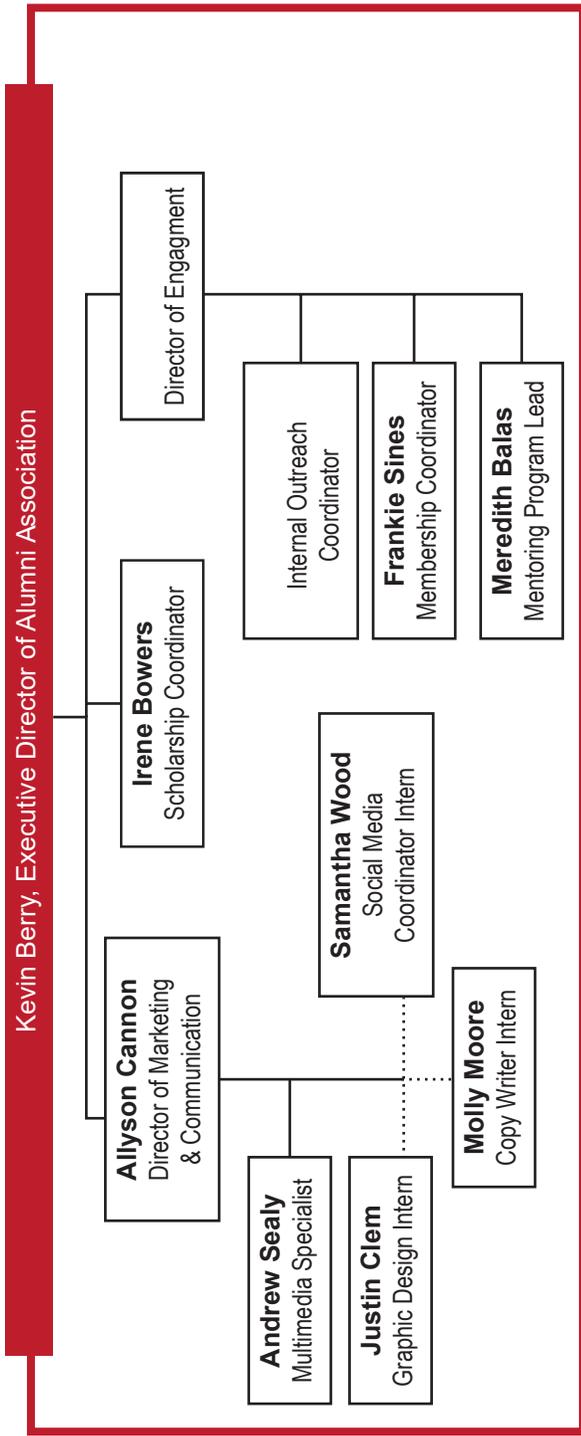
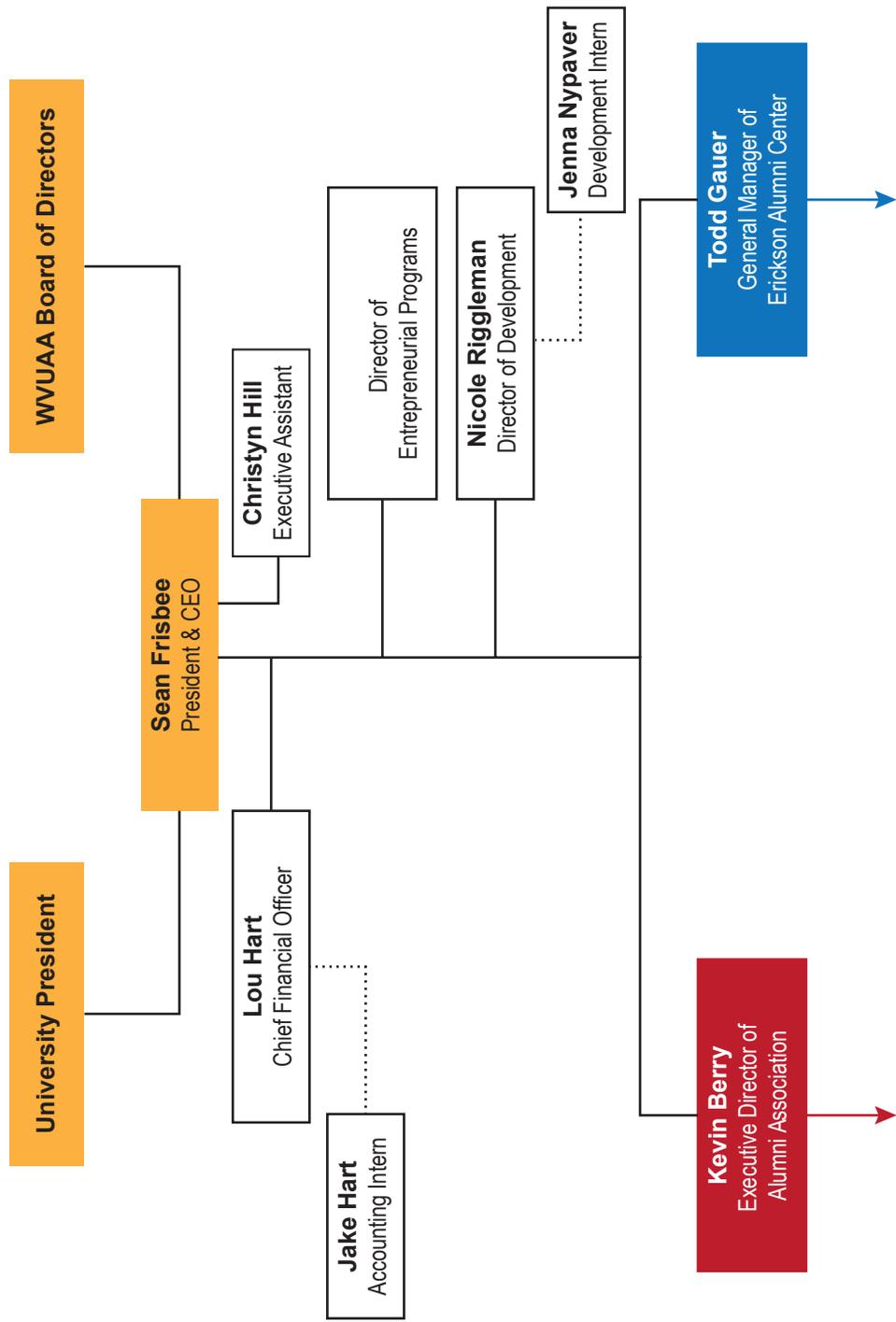
### **WVUAA MOBILE APP**

The WVU Alumni Association app brings the power of membership to your mobile device. Access members only discounts at national merchants. Search a directory of alumni and network with fellow Mountaineers. Receive alerts and membergrams, featuring exclusive opportunities and special invitations. Read up on the latest campus news or find an alumni event near you. With the WVU Alumni Association app, all the benefits of membership are in the palm of your hand.

### **WVU ERICKSON ALUMNI CENTER**

The Erickson Alumni Center opened its doors in October 2008 and serves as the home away from home for alumni and friends of WVU. With more than 48,000 sq. ft. of space, this magnificent facility provides alumni with a place to visit and reminisce with old friends, read one of the books in our alumni library or enjoy the campus scenery.

# WEST VIRGINIA UNIVERSITY ALUMNI ASSOCIATION



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## 2017 – 2018 YEAR-AT-A-GLANCE

### AUGUST

- **August 2**
  - ◆ Member Night with the Black Bears
- **August 4**
  - ◆ Board of Directors Retreat
  - ◆ Central Pennsylvania Scholarship Golf Outing
- **August 5**
  - ◆ Lonestar Chapter Day at the Houston Food Bank
- **August 6**
  - ◆ RTP Summer Picnic
- **August 12**
  - ◆ Central Virginia Chapter Picnic
  - ◆ National Capital Area Crabfeast
  - ◆ Seattle Chapter Picnic
- **August 13**
  - ◆ LPEF Scholars Reception
- **August 14**
  - ◆ Welcome Week Trivia Night
- **August 16**
  - ◆ Fall Semester Classes Begin
- **August 17-28**
  - ◆ Baltic and Scandinavian Treasurers Tour
- **August 18**
  - ◆ Eastern Panhandle Chapter Inside the Huddle with Tony Caridi
- **August 20**
  - ◆ Veteran's Picnic
- **August 24**
  - ◆ Lonestar Chapter Networking Night with David Durham
  - ◆ WVU Night with the Wild Things
- **August 26**
  - ◆ Blue Ridge Mountaineers Pig Roast
- **August 27-September 2**
  - ◆ Tailgate Trailer Tour
- **August 27**
  - ◆ University Chapter Countdown to Kickoff
  - ◆ Tailgate Trailer Tour - Morgantown

- **August 28**
  - ◆ Tailgate Trailer Tour - Wheeling
- **August 29**
  - ◆ Tailgate Trailer Tour - Parkersburg
- **August 30**
  - ◆ Tailgate Trailer Tour - Huntington
  - ◆ Tailgate Trailer Tour - Charleston
- **August 31**
  - ◆ Tailgate Trailer Tour - Beckley

### SEPTEMBER

- **September 1**
  - ◆ Tailgate Trailer Tour - Keyser
- **September 2**
  - ◆ Tailgate Trailer Tour - Martinsburg
  - ◆ National Capital Area Chapter Beat VT Party
- **September 3**
  - ◆ Central Virginia Chapter Virginia Tech Bus Trip
  - ◆ National Capital Area Chapter Tailgate
  - ◆ Pee Dee Chapter Game Watch
  - ◆ Low Country Mountaineers Game Watch
- **September 9**
  - ◆ Hail West Virginia Reception
  - ◆ Football Fanfest
- **September 15**
  - ◆ South Florida Mountaineers Brad Paisley Tailgate
- **September 16**
  - ◆ Hail West Virginia Reception
  - ◆ Football Fanfest
- **September 17-25**
  - ◆ Great Pacific Northwest Tour
- **September 30 - October 10**
  - ◆ Capitals and Coastlines Tour

### OCTOBER

- **October 7-17**
  - ◆ Mediterranean Radiance Tour
- **October 14**
  - ◆ Central Pennsylvania Chapter Bus Trip
  - ◆ Hail West Virginia Reception
  - ◆ Football Fanfest
- **October 27**
  - ◆ Marmaduke Dent Benefit
  - ◆ Board of Directors Meeting
- **October 28**
  - ◆ Hail West Virginia Reception
  - ◆ Football Fanfest

### NOVEMBER

- **November 8**
  - ◆ WVU Day of Giving
- **November 18**
  - ◆ Hail West Virginia Reception

### DECEMBER

- **December 6-13**
  - ◆ Cram Center

### JANUARY

- **January 8**
  - ◆ Spring Semester Classes Begin

### FEBRUARY

- **February 25 - March 7**
  - ◆ Sparkling South Pacific Tour
- **February TBA**
  - ◆ Board of Director's Meeting

### APRIL

- **April 21**
  - ◆ South Florida Mountaineers Danny Van Etten Memorial Tournament
- **April 26-28**
  - ◆ Graduates Emeritus Weekend
- **April 28**
  - ◆ Graduates Emeritus Banquet

### MAY

- **May 1-9**
  - ◆ Cram Center
- **May 6-14**
  - ◆ Passage of Lewis and Clark Tour
- **May 9-17**
  - ◆ Riveria Rhapsody Tour
- **May 14-24**
  - ◆ Gems of the Danube Tour
- **May 17-19**
  - ◆ Alumni Leaders Institute
- **May 31**
  - ◆ Board of Directors Orientation

### JUNE

- **June 1**
  - ◆ Board of Directors Meeting
  - ◆ Annual Business Meeting
- **June 7-18**
  - ◆ Isle of Enchantment Tour

### JULY

- **July 14**
  - ◆ Delaware Family Picnic

# IMPORTANT PHONE NUMBERS

Accounts Receivable Office .....	293-1988
Admissions .....	293-2121
Alumni Association .....	293-4731
Alumni Records (Foundation) .....	284-4000
Archives .....	293-3536
Bank of America Credit Card Services .....	1-800-732-9194
Benjamin M. Statler College of Engineering and Mineral Resources .....	293-4821
Davis College of Agriculture, Natural Resources and Design .....	293-2395
Department of Public Safety (DPS)	
Police Division .....	284-7522
Parking .....	284-7435
Emergency .....	911
Eberly College of Arts and Sciences .....	293-4611
Human Resources WVU .....	293-2545
International Students Office .....	293-3519
Morgantown Chamber of Commerce .....	292-3311
Morgantown CVB .....	1-800-458-7373 or 293-5081
New Student .....	293-2264
Parents Club WVU .....	293-2506
President’s Office .....	293-5531
Provost Office .....	293-7554
Register’s Office .....	293-5355
Residence Halls .....	293-2811
School of Art & Design .....	293-4077
Student Affairs .....	293-5811
Student Health .....	285-7200
Study Abroad .....	293-6955
Transcripts .....	293-5355
University Bookstore .....	293-7461
University Conference Services .....	293-2790
University Museums .....	293-2141 Ext. 2
University Relations .....	293-6997

WVU Athletics Communication .....	293-2821
WVU Athletics Department .....	293-2294
WVU Business and Economics .....	293-4092
WVU Federal Research Relations .....	293-3449
WVU Financial Aid .....	293-1988
WVU Foundation .....	284-4000
WVU Greek Life .....	293-8201
WVU Honors College .....	293-2100
WVU Office of Research and Compliance .....	293-7073
WVU Visitors Center .....	1-800-344-9881 or 293-3489

## TICKET INFORMATION

Athletic Events .....	1-800-433-2072 or 293-2294
-----------------------	----------------------------

## WVU COLLEGES

### Business and Economics

Dean: Javier Reyes .....	293-7800
Assistant: Jamie Kiszka .....	293-7800

### College of Creative Arts

Dean: Keith Jackson .....	293-4532
Assistant: Theresa Rhodes .....	293-4351

### College of Education and Human Services

Dean: Gypsy Denzine .....	293-5704
Assistant: Eva Thomas .....	293-5704

### College of Law

Dean: Gregory Bowman .....	293-5554
Assistant: Leslie Rigglin .....	293-5554

### College of Physical Activity and Sports Sciences

Dean: Dana Brooks .....	293-3823
Assistant: Joanne Pollitt .....	293-3823

**WVU COLLEGES CONTINUED**

**Davis College of Agriculture, Natural Resources and Design**

Dean: Daniel J. Robinson ..... 293-2358  
 Assistant: Dawn MacKenzie ..... 293-2395

**Eberly College of Arts and Sciences**

Dean: Gregory Dunaway ..... 293-4611  
 Assistant: Stephen Ballant ..... 293-4613

**Extension Services**

Dean: Steve Bonanno ..... 293-4222  
 Assistant: Erin Gregory ..... 293-8687

**Honors College**

Dean: Ken Blemings ..... 293-7437  
 Assistant: Lisa Verlinden ..... 293-7437

**Online Learning and Continuing Professional Education**

Dean: Keith Bailey ..... 293-6444  
 Assistant: Stephanie Smith ..... 293-6444

**Potomac State College**

Dean: Jennifer Orlikoff ..... 788-6812  
 Assistant: Cynthia Hartman ..... 788-6810

**Reed College of Media**

Dean: Maryanne Reed ..... 293-5746  
 Assistant: Tamira Smith ..... 293-3506

**School of Dentistry**

Dean: Tom Borgia ..... 293-1000  
 Assistant: Martha Sturms ..... 293-1000

**School of Medicine**

Dean: Clay Marsh ..... 293-1024  
 Assistant: Marcia DeMarco ..... 293-1024

**School of Nursing**

Dean: Tara Hulsey ..... 293-6521  
 Assistant: Renee Pforr ..... 293-6521

**School of Pharmacy**

Dean: Bill Petros ..... 293-5212  
 Assistant: Joy Piper ..... 293-5212

**School of Public Health**

Dean: Jeffrey Coben ..... 293-2362  
 Assistant: Shonette Kingston ..... 293-8616

**Statler College of Chemical Engineering and Mineral Resources**

Dean: Gene Cilento ..... 293-4157  
 Assistant: Vicky Rousseau ..... 293-4157

**University Libraries**

Interim Dean  
 Assistant: Thea Browne ..... 293-0304

**WVU Tech**

Dean: Carolyn Long ..... 442-3060  
 Assistant: Gina Grounds ..... 442-1025

**WVU ADMINISTRATION**

Gordon E. Gee ..... 293-5531  
**WVU President**  
 Assistant: Bonnie Anderson ..... 293-5532

Joyce McConnell ..... 293-5701  
**Provost & Vice President for Academic Affairs**  
 Assistant: Laura Hackett ..... 293-5701

John Campbell ..... 293-7119  
**Vice Provost**  
 Assistant: Lory Osborn ..... 293-9091

Katherine Karraker ..... 293-7173  
**Associate Provost, Graduate Academic Affairs**  
 Assistant: Tammy Smith ..... 293-7173

C.B. Wilson ..... 293-2021  
**Associate Provost, Academic Affairs**  
 Assistant: Donna Pancoast ..... 293-2021

Sharon Martin ..... 293-6997  
**VP - University Relations**

Narvel G. Weese, Jr. .... 293-2545  
**VP - Administration and Finance**

William Brustein ..... 293-9298  
**VP - Global Strategies and International Affairs**  
 Assistant: Rebecca Friend ..... 293-9298

Fred King  
**VP - Research**  
 Assistant: Sandy Kisner ..... 293-2615

Rochelle Goodwin ..... 400-4963  
**Senior Associate VP of Academic and Public Strategy**

Louise Veselicky  
**Associate VP - HSC Academic Affairs**  
 Assistant: Jane Lightfoot ..... 293-2859

Paul Kreider ..... 293-4351  
**Associate Provost for Undergraduate Education**  
 Assistant: Shirley Robinson ..... 293-2641

Sheena Murphy ..... 293-5049  
**Associate VP - Research**  
 Assistant: Deanna Whorton ..... 293-5913

Melanie Page ..... 293-5913  
**Associate VP - Creative and Scholarly Activity**  
 Assistant: Deanna Whorton ..... 293-5913

David Stewart ..... 293-5811  
**Associate VP - Global Strategies and International Affairs**  
 Assistant: Rebecca Digman ..... 293-7274

Stephen Lee ..... 293-0141  
**Associate VP - Enrollment Management**  
 Assistant: Joyce Anderson ..... 293-0141

Albert Berrebi ..... 293-2357  
**Assistant VP - Research, HSC**

Ann Claycomb ..... 293-9919  
**Assistant VP - Strategic and Academic Communication**

Elizabeth Hamilton ..... 293-6605  
**Assistant VP - Strategic Action**

Mindy Walls ..... 293-2067  
**Assistant VP - Entrepreneurship and Innovation**

**WVU WEBSITES**

**Financial Aid**  
www.financialaid.wvu.edu

**Potomac State College of WVU**  
www.potomacstatecollege.edu

**WVU Admissions**  
www.admissions.wvu.edu

**WVU Athletics**  
www.wvugame.com

**WVU Extension Service**  
www.extension.wvu.edu

**WVU Foundation**  
www.wvuf.org

**WVU Today**  
www.wvutoday.wvu.edu

**WVU Tech**  
www.wvutech.edu

**West Virginia University**  
www.wvu.edu

**WEST VIRGINIA UNIVERSITY SYSTEM**

**Potomac State College**  
Jennifer Orlikoff  
(304)-788-6812

**WVU Tech**  
Carolyn Long  
442-3060

**WVU Extension**  
Steve Bonanno  
293-4222

**WVUAA WEBSITES**

**WVU Alumni Association**  
www.alumni.wvu.edu

**WVUAA SOCIAL MEDIA**

**Facebook**  
www.facebook.com/wvualumni

**Instagram**  
www.instagram.com/wvualumniassoc

**LinkedIn**  
Search: WVU Alumni Association

**Twitter**  
www.twitter.com/WVUAlumniAssoc

**Youtube**  
Search: WVU Alumni Association

**BIG 12 ALUMNI ASSOCIATION DIRECTORS**

**Baylor University**  
Tommye Lou Davis, Vice  
President for Constituent  
Engagement  
Tommye\_Lou\_Davis@baylor.edu  
Phone: (254) 710-3750

**University of Kansas**  
Heath Peterson, President  
heathpeterson@ku.alumni.org  
Phone: (785) 864-9777  
Assistant: Heather Hawkins  
(785) 864-1738

**Kansas State University**  
Amy Button Renz, President  
and CEO  
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**University of Oklahoma**  
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Dir-Alumni Affairs  
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(405) 325-2395

**Oklahoma State University**  
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Chris.batchelder@okstate.edu  
Phone: (405) 744-2842  
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(405) 744-2794

**The EX Students Association**  
Kim Gunderson, Assoc  
Executive Director  
kim.gunderson@texasexes.org  
Phone: (512) 840-5660

**Texas Christian University**  
Kristi McLain Hoban, Assoc  
Vice Chancellor, Alumni  
Relations  
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Phone: (817) 257-5427  
Assistant: Donna King  
(817) 257-5050

**Texas Tech University**  
Bill Dean, Executive Vice  
President & CEO  
bill.dean@ttu.edu  
Phone: (806) 834-2624  
Assistant: Theresa Denny  
(806) 834-1179

**West Virginia University**  
Sean Frisbee, President & CEO  
sean.frisbee@mail.wvu.edu  
Phone: (304) 293-4731  
Assistant: Christyn Hill  
(304) 293-0991

# SELECTED LODGING AREAS IN MORGANTOWN

The West Virginia University maintains special partnerships with the following hotels. To secure reservations or inquire about hotel discounts visit: [alumni.wvu.edu/benefits](http://alumni.wvu.edu/benefits) or call (304) 293-4731

## HOLIDAY INN MORGANTOWN

1188 Pineview Drive, Morgantown, WV 26505  
(304) 241-6649



## COURTYARD BY MARRIOTT MORGANTOWN

460 Courtyard Street, Morgantown, WV 26501  
(304) 599-1080



## FAIRFIELD INN & SUITES BY MARRIOTT MORGANTOWN

161 Lewis Drive, Morgantown, WV 26501  
(304) 598-5006



For more hotel options, visit the Greater Morgantown Conventions and Visitors Bureau <http://tourmorgantown.com> or call (304) 322-2916.

# WEST VIRGINIA UNIVERSITY CAMPUS MAP

## West Virginia University Campus Map Legend

- WVU Campus Property
- WVU Building
- WVU Proposed Building
- WVU Housing
- WVU Health Sciences Center
- WVU Athletic Facility
- Bicycle Rack Locations
- Public Parking
- Rail Trail
- Hospital Emergency Room
- Emergency Phones
- Accessible Entrance
- WVU Caser Facility
- WVU PRT Station
- WVU Parking Lots and Buildings
- Motorcycle Parking Locations
- ZipCar Locations

