



## SCHOOL/COLLEGE CONSTITUENT GROUP EFFECTIVENESS GUIDE

*The school/college constituent group evaluation form has been developed to assist groups in annual planning and self-evaluation. The form is based on a three-level "grading system" that classifies activities according to seven objectives.*

### **Objectives**

The seven objectives for constituent groups are as follows:

- Objective 1 – Meet minimum requirements for constituent groups
- Objective 2 – Build constituent group membership
- Objective 3 – Support school/college fundraising plan
- Objective 4 – Increase alumni involvement through special events/activities
- Objective 5 – Build and sustain support through strong linkages to college
- Objective 6 – Develop support and participation through communications
- Objective 7 – Develop volunteer leadership

### **Priority Gauge**

An activity is classified as a Core Target (minimum) or a Success Level II or III, based on the sophistication of the activity. After performing an audit of current activities, groups can plan for the future, hopefully with a view toward eventually engaging in those activities that are designated level II and III.

*Core Target* activities include those minimum standards required by the national AA, as well as activities that are necessary for conducting business effectively and credibly. Examples of core target activities include electing a full slate of officers, operating according to by-laws, or adopting an annual plan and calendar.

*Success Level II* activities demonstrate a group's achievements beyond the minimum requirements. These activities usually require committee support or member/alumni participation. Activities at this level are usually necessary to advance a group's strategic goals. Examples of Success Level II activities include establishing standing committees, collaborating with the college development officer on plans/programs, or inviting targeted non-members to events.

*Success Level III* activities demonstrate a group's excellence. To conduct Success Level III activities, board members must be quite active and member/alumni participation must be strong. Engagement in Success Level III activities is evidence of the group's commitment to long-range planning and advancing the goals of the alumni association and the development office. Examples of Success Level III activities include exceeding the group's goals for fundraising or membership recruitment or retention.

SCHOOL/COLLEGE CONSTITUENT GROUP EFFECTIVENESS GUIDE	Priority Gauge		
	Core Target	Success Mode	
	I	II	III

Objective 1 – Meet minimum requirements for constituent groups			
Elect complete slate of officers and board as defined in by-laws			
Representation on national AA Board of Directors			
Active representation on national AA Board of Directors*			
President attends constituent presidents council (CPC) meetings regularly			
President updates constituent board re: CPC meetings/actions			
Board meets at least as often as bylaws require			
Board adopts annual budget			
Board adopts annual plan and calendar			
Meetings are conducted according to generally accepted parliamentary procedure**			
Recognition by the college dean with a commitment to provide staff leadership support			
Submission of annual reports to Alumni House and national AA			
Board by-laws reviewed annually			
Board has adopted its own mission statement, developed in conjunction with dean			

\*Representative attends national board meetings and reports back to constituent board

\*\*Agenda prepared and distributed in advance; committees report (i.e., board does not act as “committee of the whole”); minutes prepared and distributed before next meeting.

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<b>Objective 2 – Build constituent group membership</b>			
All board members are national AA members			
Establish Membership Chair			
Establish Membership Committee			
Adopt annual plan for membership			
Attend annual membership development training			
Build membership strategies into special events			
Build membership strategies into communications			
Conducted membership activity in conjunction with commencement			
<b>MEMBERSHIP GOAL-SETTING</b>			
Set membership goal			
Annual membership campaign meets goal of _____			
Annual membership campaign exceeds goal of _____ by recruiting/retaining _____ members			
<b>EVALUATION</b>			
Membership committee conducts a year-end outcomes evaluation and reports regarding evaluation to board			

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<b>Objective 3 – Support school/college fundraising plan</b>			
<b>CONSTITUENT GROUP FUNDRAISING</b>			
Establish fundraising chair			
Establish fundraising committee			
Adopt annual plan for fundraising			
Set annual fundraising goal			
Annual fundraising campaign met goal of \$ _____			
Annual fundraising campaign exceeded goal of \$ _____ by raising \$ _____			
<b>BOARD FUNDRAISING</b>			
100% of board members are donors to WSU			
Board adopts board fundraising plan			
100% board participation in fundraising plan			
Board meets total dollar fundraising goal of \$ _____			
Board exceed total dollar fundraising goal by raising \$ _____			
<b>DEVELOPMENT OFFICE PARTICIPATION WITH CONSTITUENT GROUP</b>			
Development officer shares college advancement plan with board			
Development officer counsels constituent group as appropriate re: fundraising			
<b>EVALUATION</b>			
Fundraising committee conducts a year-end outcomes evaluation and reports regarding evaluation to board			

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Objective 4 – Increase alumni involvement through special events/activities			
Establish special events chair			
Establish special events committee			
Adopt annual plan for special events that includes educational, social and/or cultural events			
All board members regularly attend events			
Members are invited to events			
Membership recruitment activities occur at each event			
Members and targeted non-members are invited to events			
Group co-sponsors events with other groups			
Alumni participate as volunteers in college activities			
<b>EVALUATION</b>			
Special events committee conducts an annual outcomes evaluation and reports regarding evaluation to board			

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<b>Objective 5 – Build and sustain support through strong linkages to college</b>			
<b>FACULTY</b>			
Faculty representative on board			
Recognize distinguished faculty			
Faculty invited to make presentations to board			
<b>STUDENTS</b>			
Establish student relations chair			
Establish student relations committee			
Adopt annual plan for student activities			
Students are direct beneficiaries of group events/activities (e.g., scholarships, mentoring, etc.)			
Student representative on board			
Students invited to attend group events/activities			
Recognize distinguished student(s)			
Establish relationship with student governing board			
Targeted group of students receives newsletter*			
Collaborate with national Student Alumni Association on programming			
<b>COLLEGE ADMINISTRATION</b>			
Dean and/or staff participate at board meetings			
Board president is a member of the college board of visitors			
<b>EVALUATION</b>			
Student relations committee conducts a year-end outcomes evaluation and reports regarding evaluation to board			

\*Graduating students, e.g.

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Objective 6 – Develop support and participation through communications			
Establish communications chair			
Establish communications committee			
Adopt annual plan for Communications			
<b>NEWSLETTER</b>			
Establish constituent group newsletter			
Newsletter adheres to publication/style standards			
Newsletter contains membership application			
Newsletter includes appeal for volunteer participation on board			
Newsletter copy is reflective of broad constituent base			
Newsletter is coordinated with other college pubs, if any			
Mail newsletter to member alums, college, and alumni house only			
Newsletter is annual			
Newsletter is semi-annual (more than one copy/year)			
Mail newsletter to non-member alums in addition to constituents above			
<b>WAYNE STATE MAGAZINE</b>			
Contribute events/information for inclusion in <i>Wayne State</i> *			
<b>WEBSITE</b>			
Constituent group represented on college's Website			
Constituent group information is updated as needed with membership, officer and events information/links			
<b>EVALUATION</b>			
Communications Committee conducts a year-end outcomes evaluation and reports regarding evaluation to board			

\*Board election results, grants made, awards and scholarships given, special events calendar

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<b>Objective 7 – Develop volunteer leadership</b>			
Establish volunteer development/nominations committee			
Adopt annual plan for volunteer development			
Inform alumni regarding board/committee leadership opportunities			
Recognize volunteers for outstanding contributions			
Hold an annual board orientation event for new members			
Hold an annual board retreat (for annual planning, etc.) for returning members			
Conduct year-end officer transition activities			
Develop a board leadership manual			
<b>EVALUATION</b>			
Volunteer development committee conducts a year-end outcomes evaluation and reports regarding evaluation to board			