



The GOLD Council is a leadership organization dedicated to fostering and sustaining relationships with graduates from Southeastern of the last decade to keep them engaged and actively involved with the University. The Council advises the Office of Alumni Relations and assists with developing programs and communications tailored to the newest alumni. The Council also acts to shepherd the development of volunteers and future leaders in ways that deepen their commitment to the University and prepare them for active alumni leadership roles. Members are elected from a body of former students who have graduated from Southeastern within the last ten years. They serve a two-year term with the option of serving two terms.

**MISSION:**

The GOLD Council strives to promote Southeastern's mission, vision and values to recent graduates, working to facilitate the transition of "active students" to "active alumni" through enhancement of Southeastern Alumni Center's current communications, special events and forward moving goals.

The Council will work closely with Southeastern's Office of Alumni Relations and the Alumni Association to create and engage in relevant and meaningful programs and services for young alumni, and to foster lifelong participation and philanthropic support.

**GOALS:**

- To provide opportunities and events for Young Alumni with programmatic emphasis on social, leadership, career and philanthropic development
- To foster a spirit of involvement and participation amongst Young Alumni
- To encourage engagement with constituencies across the University and the Alumni Association that best meet the needs of the Young Alumni population.

**OBJECTIVES:**

- Provide valuable perspectives, feedback and advice on prospective young alumni engagement initiatives
- Identify outstanding young alumni that can be featured in Alumni News and used for recruiting purposes for the University
- Promote the benefits of staying connected through a life-long association with Southeastern
- Promote the use of Southeastern Connect online portal
- Assist young alumni in maintaining/developing social and professional networks
- Assist Southeastern Alumni Relations to leverage industry connections and build strategic partnerships
- Explore and identify possible mentorship opportunities between young alumni and students
- Foster volunteerism and philanthropy from within the young alumni community
- Build alumni awareness among current students and welcome them into the community

## **SUMMER / FALL 2021 SAMPLE TIMELINE:**

Apr 1	Application deadline
May	Council members announced
July	Summer Leadership Retreat
Aug	Virtual Meeting
Sept	General Meeting
Oct	Virtual Meeting
Nov	General Meeting

## **COMMITTEES:**

As official volunteers of the Alumni Association, the GOLD Council is made up of four committees. The duties of GOLD Council members are outlined in their respective committee's scope of work and shall include, but are not limited to, participation in Young Alumni-specific programming, representation of the Council and the Association at local chapter events, financial contribution to The Association, and performing any other duties necessary for the successful execution of the mission of the GOLD Council.

### **1. Marketing Committee**

The Marketing Committee's purpose is to provide insights from a constituent's perspective on strategic marketing and best practices for communicating with and engaging Young Alumni, and recommending future opportunities to extend the lines of communications within the Young Alumni constituency group.

### **2. Programming Committee**

The Programming Committee is made up of representatives who advise Alumni Relations on best practices for engaging young former students. This committee is charged with assessing existing engagement strategies, programs and events; suggesting improvements; and recommending new initiatives for engaging this demographic. The Committee will assist the Alumni Office in facilitating these initiatives/events.

### **3. Student Transition Committee**

This group will focus on assisting graduating seniors in the transition from student to alumnus, including career guidance and support, networking and alumni engagement in their area. This committee will also focus on strengthening student engagement efforts, especially with juniors and seniors and in programs such as the Ring Ceremony, Lion4Life Launch, etc. The Committee will also advise Alumni Relations and the Office of Career Services and recommend new initiatives for serving and engaging this demographic through transition opportunities like professional and career development. The committee is charged with assessing existing engagement strategies and presenting opportunities for recent graduates to become engaged with their local Alumni Chapter.

### **4. Community Relations Committee**

The role of this committee will be to identify and engage alumni that own or operate local and regional businesses. Members will also be expected to engage with Alumni Chapter presidents and identify strategies to engage Alumni Chapters. Members will work to engage Alumni Chapters, business owners and community figures in young alumni events and activities as appropriate.

A GOLD Council Chairperson or Co-Chairs will be selected based on leadership abilities and will serve as an Ex Officio, non-voting member of the Alumni Association Board of Directors.

### **APPLICATION:**

Membership is open to any young alumnus of Southeastern Louisiana University who:

- 1) Has graduated from Southeastern within a span of ten (10) years (currently 2011-2021)
- 2) Demonstrates leadership ability and/or potential
- 3) Possesses an infectious Southeastern spirit
- 4) Has completed the GOLD Council application; and
- 5) Given or pledged an active-level donation to an Alumni Fund (minimum \$50) for the year in which the GOLD Council application is submitted, as well as their elected term years.

The office of Alumni Relation will review and select a slate of candidates for membership to present to the Alumni Association Board of Directors for approval. Candidates will be chosen from a variety of ages and graduation years within this demographic, with as much diversity as possible. Members of the Alumni Association Board will vote on the proposed applicants, and results will be announced in May.

### **MEMBER RESPONSIBILITIES AND EXPECTATIONS:**

As official volunteers of the Alumni Association, GOLD Council members will uphold several expectations including:

- Participate in at least two virtual meetings per year
- Attend at least two general meetings per year (member is responsible for costs associated with attending meetings in Hammond)
- Assist with the planning, peer-to-peer marketing, and execution of Council-organized events and activities
- Represent the Council and the Alumni Association at local chapter events
- Actively participate on a committee to collaborate with peers on targeted objectives.
- Serve as “Social Media Ambassadors” and share Southeastern Alumni’s messaging across social media channels
- Attend a Summer GOLD Leadership Retreat (member is responsible for costs associated with attending meetings in Hammond)
- Assist in the identification and recruitment of new volunteers and encourage participation in programming
- Support the University annually by making a \$50 gift to the Alumni Fund
- Submit a one-page annual engagement review to provide feedback on current/past initiatives and offer recommendations for the future

### **REASONS TO SERVE:**

- Professional networking: Connect with other recent grads in your community
- Personal friendships: Meet Southeastern alumni you might not have known while in school
- Voice of Young Alumni: Serve as an advisor to Alumni Relations and provide feedback and ideas to help shape the future of the alumni program
- University support: Almost all of us received some type of aid while attending Southeastern, so now pay it forward to future Lions!

**BENEFITS:**

- Increased value of your Southeastern degree well beyond graduation
- Be considered an influencer and role model to your peers
- Recognition at local Alumni chapter events
- Recognition on Alumni Association website
- Featured as an Alumni Spotlight on Alumni's social media channels
- Discounted admission to Alumni Association events