

ALUMNI CLUBS FORUM

July 2023



Purdue Alumni Club Forum

Reminders & Instructions

- This forum is being recorded to share later along with the slides and chat content.
- Participants will be muted.
- Questions should be submitted using the chat function.
- We will answer questions beginning at 12:50 p.m.

Purdue Alumni Club Forum

July 2023 Forum

- Introductions & Announcements
 - Jillian Henry, Vice President of Engagement
 - Matt Folk, President & CEO
- Club goals for FY24
- Staff configuration and responsibilities
- Club agreement updates and financial distributions
- Forums for this year
- Plan for annual recognition celebration



Data Compliance / Data Sharing – Federal Policy

Why do we restrict data sharing?

- These policies protect all alumni data, and protect Purdue for Life, who has the obligation and authority to protect alumni data.
- In 2003, Congress passed the CAN-SPAM Act to address the problem of unwanted commercial electronic mail messages. The CAN-SPAM Act requires the Federal Communications Commission to issue rules with regard to commercial e-mail and some text messages sent to wireless devices such as cell phones—not email in general.
- Despite its name, the CAN-SPAM Act doesn't apply just to bulk email. It covers all commercial messages, which the law defines as “any electronic mail message the primary purpose of which is the commercial advertisement or promotion of a commercial product or service,” including email that promotes content on commercial websites.

Data Compliance / Data Sharing - Internal Policy

Data Compliance Manual:

B. ACCESS AND USE OF ALUMNI INFORMATION. Alumni information and systems may be accessed only by Purdue University or Purdue for Life Foundation employees who have been authorized to use such systems and information, who have read this document and have taken the Purdue Development Data Access and Compliance Certification, and who perform an authorized function or activity. Alumni information shall be used solely for development and alumni relations purposes in accordance with applicable policies. Periodic recertification may be required for employees to continue to access alumni data and information systems. Accounts which are inactive for ninety days or more are subject to suspension and may require recertification for account privilege reinstatement.

Data Compliance / Data Sharing - Internal Policy

Data Compliance Manual:

Section B:

4. Phone Numbers and E-Mail Addresses. Purdue is given phone number and e-mail information even when the phone number is unlisted or the e-mail address is not generally shared. In these cases, the information is not always coded as unlisted in the database. **Neither the phone number nor e-mail address should be released.** The person making the request can call directory assistance once he/she has the home address information. If the phone number is unlisted, directory assistance will not release it; if it is public, the information will be released. In addition, there are "look-up" services via the web that have files of phone numbers and e-mail addresses available.

Data Compliance / Data Sharing – Federal Policy

Federal CAN-SPAM Act – Federal Trade Commission

1. Don't use false or misleading header information.
2. Don't use deceptive subject lines.
3. Identify the message as an ad.
4. Tell recipients where you're located.
5. **Tell recipients how to opt out of receiving future email from you.** Your message must include a clear and conspicuous explanation of how the recipient can opt out of getting email from you in the future.
6. **Honor opt-out requests promptly.** Any opt-out mechanism you offer must be able to process opt-out requests for at least 30 days after you send your message. You must honor a recipient's opt-out request within 10 business days.
7. Monitor what others are doing on your behalf.

Data Compliance / Data Sharing

Process to follow:

Event Registration and Email Form

The number of emails sent to promote each event will depend on how far in advance Purdue for Life receives the event registration and email form. We request at least seven (7) business days of advance notice for event registrations and emails.

<https://www.purdueforlife.org/alumni-leaders/clubs/club-email-and-event-forms/>

Requests for urgent event emails should be directed to alumniclubs@purdueforlife.org and mchelp@purdueforlife.org. Urgent requests are defined as notices of an event cancellation or change of venue/times. If an urgent request is sent that is not deemed urgent, it will be routed through the normal process.

Purdue Alumni Club Forum

Club goals for this year

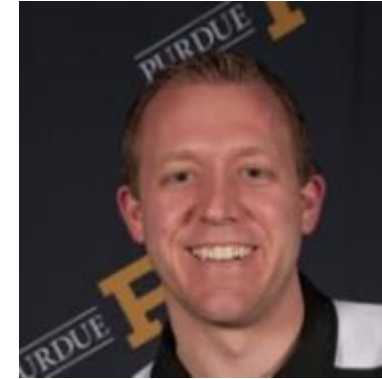
- Number of registrants at club events – 7,000
- Dollars raised for club scholarship program - \$20,000
- More volunteers for club boards – 425
- Collaboration between Alumni Clubs and Student Engagement



Purdue Alumni Club Forum

Staff configuration and responsibilities

- Jimmy Cox – Sr. Director, Alumni Clubs & Student Engagement
 - JMCox@purdueforlife.org
 - Oversees two operational teams
 - Directs alumni club policies and procedures
 - Coordinates the formation of new alumni clubs
 - Club consultations and training
 - Visits clubs annually
- VACANT – Director, Alumni Club Operations
 - Oversees club forms, training processes, and training materials
 - Leads the alumni club scholarship program
 - Directs the club recognition program
 - Coordinates speaker requests for club events
 - Operates club participation with Purdue Day of Giving
 - Visits clubs annually



Purdue Alumni Club Forum

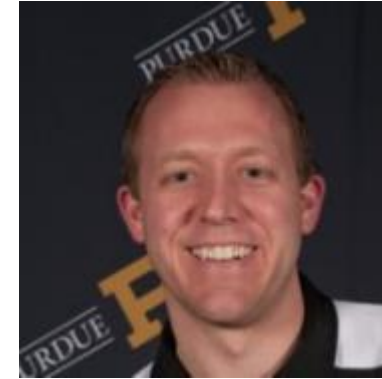
Staff configuration and responsibilities

- LeAnne Williams – Assistant Director, Alumni Clubs

- LEWilliams@purdueforlife.org
- Lead event registrations and email submissions
- Processes and updates webpage requests
- Assists with managing club scholarships
- Assists in processing speaker requests
- Club recognition program celebration
- Club consultations and training
- Visits clubs annually

- Alicia Dunbar – Club Operations Coordinator

- AJDunbar@purdueforlife.org
- Helping with some event registrations and email submissions
- Fulfills event box requests
- Processes payment of check requests
- Compiles contact information for club officers and board members
- Administrative responsibilities for Alumni Clubs and Engagement Team



Agreement updates and financial distributions

- One document – signed annually by president, treasurer, and club director
- Added direct links for points about signing or filling out forms
- Added specific information about incentives or resources from the foundation
- Re-worded some bullet points to be more clear



Agreement updates and financial distributions

- Updates
 - Membership in Purdue Alumni Association
 - Term limits for board members and officers
 - Keeping an updated webpage
- Resources and support from Purdue for Life Foundation
- **Engagement Funds**
 - Gold=\$2.50 per PAA member in the club's geographic zip code area + \$500 in operational funds
 - Silver=\$1.50 per PAA member in the club's geographic zip code area + \$500 in operational funds
 - Bronze=\$500 (flat amount)
- **Scholarship Funds**
 - Gold=\$1,000 (\$500 for clubs that have accounts outside of PRF)
 - Silver= \$600 (\$300 for clubs that have accounts outside of PRF)



Agreement updates and financial distributions

- Will distribute to all officers and board members later today.
 - If incorrect people receive things, update your officers with us! - <https://www.purdueforlife.org/alumni-leaders/clubs/alumni-club-leadership-roster/>
 - Signed copied by me will be distributed by Alicia Dunbar via DocuSign
- Checks will be issued in August – ***pending we have all required information.***
- REQUIRED ITEMS
 - Volunteer & Financial Policies Agreement
 - Statement of Integrity and Volunteer Conduct & Expectations – SIGNED BY ALL OFFICERS AND BOARD MEMBERS



Purdue Alumni Club Forum

Club forums for this year

- Forums will be held the third Wednesday of every month.
 - Times may vary pending staff schedules and events for clubs, i.e. game watches
- Survey was sent to collect opinions on best times to best serve you – 90 responses
 - 1st = 7-8 p.m.
 - 2nd = 8-9 p.m.
 - 3rd = 3-4 p.m.



Purdue Alumni Club Forum

Club forums for this year

- Forums provide a chance for...
 - Updates from staff
 - Trainings for club leaders
 - Sharing best practices
 - Celebrating successes
 - Getting questions answered



Let's celebrate!

Club Recognition Program

Notices will be sent out in the next month.

The celebration will occur virtually at September's forum.

Here's LeAnne Williams with more.

THANK YOU!

Forums are the third Wednesday of every month and take place on Zoom.

Registration links will be sent to all club leaders every month.

