

# ***ALUMNI CLUB LEADERS FORUM***

July 16, 2025



PURDUE FOR LIFE  
FOUNDATION

# *Purdue Alumni Clubs Forum*

## Reminders & Instructions

- This forum is being recorded to share along with slides and chat content
- Participants will be muted
- Questions should be submitted using the chat function



# *Purdue Alumni Clubs Forum*

## Agenda

- **University Updates**
- **Alumni Clubs Updates**
  - Preparing for FY 25/26
    - Reminders of Required Items
  - Board Meeting Best Practices
  - Updated Email and Event Request Form
  - Recognition Program
  - Reminders



# *Purdue Alumni Clubs Forum*

## University Updates

- **Purdue Research Foundation and Archaeological Legacy Institute will embark on an expedition to identify Amelia Earhart's missing plane**
  - The search named Taraia Object Expedition will start in November 2025 near Nikumaroro Island halfway between Australia and Hawaii
  - PRF funded the “flying laboratory” Lockheed Electra 10E airplane through the Amelia Earhart Fund for Aeronautical Research. Purdue trustee and benefactor David Ross gave money, and further donations were received from J.K. Lilly; Vincent Bendix; and the Western Electric, Goodrich and Goodyear companies. Earhart used the plane, which was specifically outfitted for long-distance flights, in her attempt to circumnavigate the globe and set a record for the longest-distance flight
  - Inside the New Effort to Locate Amelia Earhart's Lost Aircraft



# ***Purdue Alumni Clubs Forum***

## **Purdue for Life Updates**

### ■ **Grandparents University**

- July 17 & 18 and July 24 & 25
- Designed for grandparents and grandchildren ages 7-14
  - Field trips
  - Two half-day class sessions
  - Evening block party
  - “Graduation” in Elliott Hall of Music



# ***Alumni Clubs***



# ***Board Members Check List***

- **Submit the Alumni Club Leadership Roster**
  - List all officers and board members
  - Submit even if there are no changes to the current board
  - <https://www.purdueforlife.org/alumni-leaders/clubs/alumni-club-leadership-roster/>
  - 59% of clubs have submitted rosters!
  
- **All board members need to sign the Statement of Integrity and Volunteer Conduct form**
  - Review and sign even if continuing on the board – this is a yearly requirement
  - <https://www.purdueforlife.org/alumni-leaders/clubs/alumni-leader-integrity-conduct-expectations/>
  
- **Alumni Club Agreement**
  - Denise will send via Docusign to the president and treasurer
  - Sign and return

# *Transition of Board Members*

- **Club Email**
  - Transition email access to new board members who need it
  - If you have not set up a general club email address, we recommend doing so with at least two board members monitoring
- **Club Bank Account – president and treasurer need to be on the account**
  - New treasurer – new ACH (automatic clearing house) form will need to be submitted with updated treasurer information
  - If you haven't set up ACH, reach out to Denise and she will send the form and instructions
    - ACH is essentially direct deposit from PFL to the bank account. No need to mail checks and depositing them. We highly recommend setting this up!
- **Social Media – have at least two board members as administrators on the account(s)**
- **Name Badges/Business Cards:**
  - <https://www.purdueforlife.org/storefront/>
  - Club funds may be used for these items
  - Business cards should be for the Club, not individual board members



# ***Club Agreement Highlights***

- Board members are expected to be active PAA members (annual or lifetime)
  - Membership fees directly support our alumni clubs by providing engagement funds
- Hold a minimum of three events during the fiscal year (July 1-June 30) to qualify for the recognition program
- All email communication and event registrations need to go through the Purdue for Life system
- Abstain from keeping lists of alumni
- Have at least one club leader attend the monthly forum
  - In person or watch recorded session/review slides



# *Club Agreement Highlights*

## ▪ **Bank Accounts**

- Clubs are encouraged to spend engagement funds to engage constituents in the club's area
- If there is a large balance at the end of the fiscal year, we encourage the club to consider the following
  - Donating to the club's scholarship account
  - Hosting a large event with of engaging with non-active alumni

## ▪ **Utilize club funding responsibly**

- Funds may not be used to purchase alcohol or gift cards

## ▪ **Timely submission of quarterly bank statements and financial reports**

- Provides checks and balances to verify funds are being utilized properly and as needed

# *Engagement Funds*

- **Clubs who receive Gold, Silver, or Bronze status will receive the first engagement fund payment in August (50%)**
  - All forms need to be submitted to receive funds
    - Updated alumni club leadership roster
    - Signed Club Agreement by the president and treasurer
    - All board members signed the Statement of Integrity
    - Quarterly bank statements from the previous fiscal year
      - 4<sup>th</sup> Quarter due July 15: <https://www.purdueforlife.org/alumni-leaders/clubs/alumni-club-quarterly-financial-report/>
- **Club Bank Account**
  - Updated treasurer – ensure we are sending the payment to the treasurer on the account
    - Especially important for the ACH form. If the names don't match, the bank will send payment back to PFL

# ***Board Meetings***

## ■ **Timing**

- How often to meet?
- In-person? Virtual? Mix of both?

## ■ **Best Practices**

- **Pre-Meeting Prep**
  - Create an agenda and distribute before the meeting – ideally 5-7 days prior
    - Include items that require review so attendees can be prepared to discuss during the meeting
  - Encourage board members to submit discussion items in advance
  - Identify who is leading each agenda item
- **During the Meeting**
  - Start and end on time. If discussion runs over, table it or schedule another meeting
  - Facilitation
    - Focus on agenda items
    - Encourage participation for all members and manage dominate personalities respectfully
    - Summarize key points before moving on
    - Guide the group to clear decisions or next steps

# *Board Meetings*

## ■ **Best Practices continued...**

- **Making Decisions – Discussions should lead somewhere**
  - Know when to end discussions and call for a vote or consensus
  - Clarify who is responsible for action items resulting from a decision
- **Respectful and Collaborative Environment**
  - Foster mutual respect, active listening, and constructive debate
  - Challenge ideas. Not people
- **Post-Meeting – Ensuring Action and Accountability**
  - Prompt and accurate meeting minutes. Distribute within 48-72 hours after the meeting
  - Capture decisions made, action items, who is responsible, and deadlines
  - Review action items at the start of each subsequent meeting
  - Communicating outcomes. Who needs to know?
    - Club population? Specific committees? PFL staff?

# *Board Meetings*

## ■ Final Thoughts

- Feedback
  - What is working in our meetings? What could we do better? Are the meetings productive?
  - Consider doing a survey of board members
- Don't be afraid to try new approaches
  - The goal should be efficiency and effectiveness, not doing things because that's how it's always been done
- Meetings should be maximizing the club's potential
  - Making informed decisions
  - Fostering collaboration
  - Driving the club's mission forward



# ***Questions on Board Transitions?***

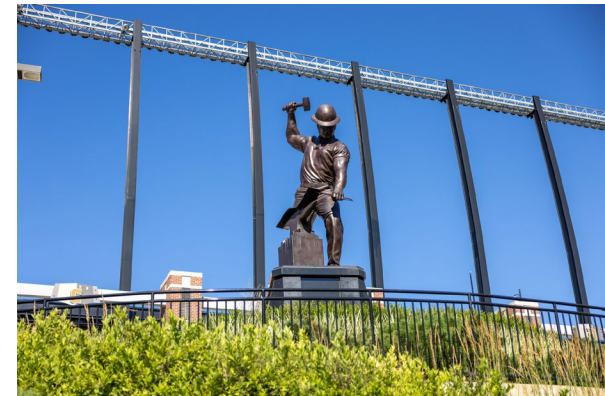
# *Updated Email and Event Request Form*

- **The form is now live!**
- **What's new**
  - **Event information**
    - Title/Date & Time/Venue have been moved to the top
    - Date to close registration
  - **Who you want to receive the email**
    - Options: Alumni; Friends; Incoming Freshmen; Current Students; Graduate Students; Parents
  - **Newsletter**
    - Requested newsletter send date
    - Newsletter Template hyperlink



# *Updated Email and Event Request Form*

- **However.....**
- **There are a few glitches that still need to be fixed as this information is not coming through**
  - Event Date/Time
  - Time Zone is coming up GMT for all submissions
  - Name of Venue
  - Attachments
- **A fix is in the works**
  - LeAnne will reach out to verify this information if it doesn't come through on your form



# *Game Watches*

- **Now part of the Email and Event request form**
- **Football and basketball (through December) games have been added**
  - **Email Send Dates**
    - August 27; September 17; October 15; November 5; December 3
    - Form needs to be submitted the Monday prior to be included in the email send
  - **Two or more venues for the same game?**
    - **Use the Notes Section to add additional venues and indicate the game date(s)**
- **Game Times/TV**
  - [https://www.espn.com/college-football/team/schedule/\\_/id/2509/purdue-boilermakers](https://www.espn.com/college-football/team/schedule/_/id/2509/purdue-boilermakers)
- **Registration link**
  - Each club will have a registration link posted on the game watch website. The same link will be used for both football and basketball seasons and will help with counts for venues

# ***Volunteer Event Submission Form***

- **Volunteer Event Submission form: <https://www.purdueforlife.org/alumni-leaders/clubs/volunteer-event-submission/>**
- **Many clubs participate in community events that don't require an email send or registration**
  - Volunteering at a local elementary/secondary school event
  - Hosting a booth at a farmer's market, county fair, etc.
  - Club float in a parade
- **If this sounds like you, use the form to let us know of your participation so the event will count toward the recognition program**
  - Club Name
  - Name of the Event
  - Location of the Event
  - Date of the Event
  - Brief description of the club's role
  - Who attended



# ***ACES (Alumni Club Engagement & Strategy Session)/ALVC Conference***

- **Engagement funds may be used to help subsidize travel (hotel/food/travel). Not alcohol or the ALVC registration fee**
  - Up to \$150 per In-State traveler
  - Up to \$300 per Out-of-State traveler
  - Itemized receipts will need to be uploaded via the bank statement portal to show how the funds were used
- **Registration is open**
  - <https://events.blackthorn.io/en/3kt0526/2025-alumni-leader-and-volunteer-conference-4a9GNs5Tnl/overview>
- **ACES packet and survey**

Don't miss out.  
This could be you!

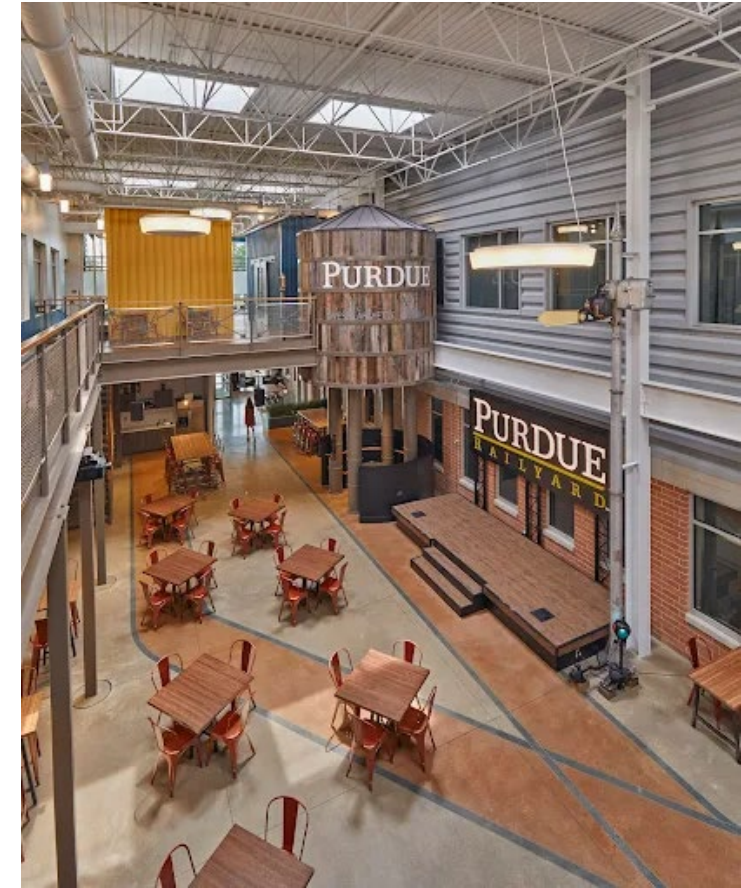




# ***ACES Location***

- **The Railyard at the Purdue Research Park**

- 1281 Win Hentschel Blvd, West Lafayette
  - The co-working space pays homage to the Purdue Schnectady No. 1, the first full-scale locomotive used in the Purdue Locomotive Testing Plant in the late 1880's and early 1900's and established Purdue as a national leader in transportation research and innovation. The space is highlighted with antique railroad memorabilia, 14 conference rooms, three phone rooms, a stage for presentations, and a wooden two-story water meeting space
  - And free parking!
- **Football Game – Saturday, September 13 vs USC game time is 3:30 pm ET**



# *Club Recognition Program*

**AND THE AWARDEES ARE...**

# ***Recognition Program***

- Atlanta
- Austin
- Boone County
- Boston
- Cass County
- Central Ohio
- Chicago
- Chicago N/NW
- Clinton County
- Dayton
- Dubois County
- Elkhart

## **GOLD Clubs**

- Evansville
- Fort Wayne
- Houston
- Indianapolis
- Jackson County
- Jacksonville
- Lehigh Valley
- Marshall County
- Mid-Michigan
- Milwaukee
- Nashville
- NW Indiana

- Oregon/SW Washington
- Phoenix
- San Antonio
- San Diego
- San Francisco
- Sarasota
- SE Michigan
- SW Florida
- Southern Arizona
- St. Joe Valley
- Tippecanoe County
- Twin Cities
- Upstate South Carolina

# ***Recognition Program***

## **SILVER Clubs**

- **Anderson/Madison County**
- **Cincinnati**
- **Colorado Springs**
- **East Tennessee**
- **St. Louis**
- **SW Michigan**



# ***Recognition Program***

## **BRONZE Clubs**

- **Bartholomew County**
- **Central Florida**
- **Dallas/Fort Worth**
- **Falls City**
- **Hendricks County**
- **Los Angeles/Orange County**
- **Memphis**
- **Puerto Rico**
- **Puget Sound**
- **Tampa Bay**
- **Washington DC**

# Recognition Program

## ■ Events

- **Gold = 8 events. Must include a Scholarship fundraising focused event**
  - Receive \$2.50 per PAA member + \$500 operational funds. Scholarship donation: \$1,000 or \$500 for outside held scholarships
- **Silver = 5 events. Must include a Scholarship fundraising focused event**
  - Receive \$1.50 per PAA member + \$500 operational funds. Scholarship donation: \$600 or \$300 for outside held scholarships
- **Bronze = 3 events**
  - Receive \$500 in operational funds

TIER LEVELS	Gold	Silver	Bronze
Total Number of Events	8	5	3
Incentives			
Engagement Funds	Yes	Yes	Yes
Scholarship Funds	Yes	Yes	No

## EVENT CATEGORIES

### (1) Alumni Engagement & Outreach Initiatives

7	4	3
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#### Suggested Types of Events:

*(You can host multiple of the same type, do not need to do all listed)*

- Monthly Newsletter (minimum 4/year)
- Host a family focused event in your community. (Not a student send-off)
- Host an event targeting recent graduates and/or incoming/current students (not a student send-off)
- Coordinate a community service project with a local organization
- Host a professional networking event
- Host a social event that brings together alumni, friends, and fans. (Not a Game Watch)
- Partner with another Alumni Club and/or affinity group to host an event. (Includes clubs from other colleges/universities)
- Participate in educational outreach programs with local schools or community organizations, such as tutoring or service-learning programs
- Host a student send-off
- Host a game watch (Up to 2 count)
- Attend ALVC (At least 1 club leader)

**(2) Scholarship:** Host an event with the primary purpose of raising scholarship funds.

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# Recognition Program

## ■ Events

- All events submitted through the system (either form) and provide opportunities for alumni to stay connected, get involved, or give back will be counted for the Recognition Program
  - Events requiring registration and/or email send need to be submitted via the request form: <https://purdueuniversity.my.site.com/community/s/eventrequest>
  - Includes Game Watches (Up to two count toward Recognition Program)
  - Volunteer Events not requiring registration or email send, submit through the new Volunteer Event Submission form: <https://www.purdueforlife.org/alumni-leaders/clubs/volunteer-event-submission/>
- ***NOTE: Only events, email sends, & newsletters submitted in the system will be included in the Recognition Program!***

# *Recognition Program*

## ■ Newsletters

- What Counts?
  - 4 Newsletters = 1 point toward Recognition Program
  - 8 Newsletters = 2 points
  - 12 newsletters = 3 points
- Use Newsletters to get information out to alumni in your area
  - Additional email send for events.
  - Share information on Scholarship Program
  - Share Social Media links
  - News & updates about the club, events, etc.

## ■ Resource Library: <https://www.purdueforlife.org/alumni-leaders/clubs/resource-library/>

- Training Video & Materials
- New training opportunities will be offered for the new submission forms in late July or early August

# ***Final Reminders***

- **Quarterly Bank Statements**

- Due July 15. Include explanations of transactions:  
<https://www.purdueforlife.org/alumni-leaders/clubs/alumni-club-quarterly-financial-report/>

- **Join the Facebook page!**

- Search for “Purdue Alumni Club Leaders”
- Click on “Join Group”



# ***THANK YOU!***

- The next forum will be Wednesday, August 20, 2025 at 7:30 pm ET
  - Theme: ACES Preparation and Strategic Planning
- Recordings of past forums are available on the Alumni Club Resource Library website: <https://www.purdueforlife.org/alumni-leaders/clubs/resource-library/>

