PURDUE FOR LIFE FOUNDATION

PRESIDENT'S COUNCIL

President's Council Advisory Board

Roles & Responsibilities

These roles build on the PCAB Strategy Framework and define how board members contribute through engagement, participation, and leadership.

BOARD MEMBER ROLES IN PRACTICE

Build Connections – Help bring people into the community, onboard new members, and strengthen relationships through meaningful engagement, recognition, and appreciation.

Board members play a key role in welcoming others into President's Council and strengthening engagement across the Purdue community.

How this shows up

- Represent President's Council by sharing university priorities and opportunities for engagement
- Engage alumni, donors, and friends through events, travel experiences, and outreach
- Support recruitment and retention by identifying and encouraging prospective and current members
- Represent President's Council at local and regional Purdue events, as appropriate

At events and activities

- Create a welcoming, engaging atmosphere
- Arrive early to help set the tone and greet attendees
- Introduce individuals and facilitate connections
- Engage new or less-connected attendees in conversation
- Be visible and approachable throughout the event
- Acknowledge and recognize member contributions in appropriate moments

Engagement behaviors

- Share your personal President's Council story and impact
- Ask about others' Purdue connection and engagement
- Identify prospective members and connect them to next steps or staff
- Be familiar with key membership information and resources

Member experience emphasis

- Foster an inclusive environment where members feel connection and belonging

Shape Experiences – Help ensure President's Council is meaningful, personal, and worth belonging to.

Board members help strengthen the member experience through participation, feedback, and leadership.

How this shows up

- Serve as a sounding board for ideas to enhance the member experience
- Contribute to the design and refinement of programs, benefits, and opportunities that celebrate, honor, and show appreciation for members
- Maintain active membership through participation and philanthropic support

Engagement expectations

- Board members are expected to participate in core President's Council experiences:
  - Annual President's Council Dinner
  - Back to Class Sessions
  - Football weekends and associated activities - board members also host at least one tailgate or pre-game experience each season
  - Purdue for Life events (e.g. Naples), when able

Event participation behaviors
- Engage actively – do more than attend
- Contribute to a welcoming, high-quality experience
- Help set a positive tone and energy

Leadership and storytelling
- Share authentic stories about the value and impact of President's Council
- Model engagement and set expectations for peers
- Mentor and support newer board members

Share Perspectives – Help members feel heard, informed, and engaged through input and feedback.

Board members provide insight that shapes direction and strengthens alignment with member needs.

How this shows up
- Contribute to board discussions and initiatives
- Participate in committees or project work, as needed
- Share insights from conversations with members and prospects

Listening and feedback behaviors
- Listen actively during events and interactions
- Surface common themes, questions, and concerns
- Offer ideas to strengthen engagement and experience
- Provide candid, constructive feedback

Communication support
- Communicate the purpose and value of President's Council
- Encourage participation through personal examples
- Be familiar with key messaging and direct individuals to appropriate resources

COMMITMENTS & EXPECTATIONS

Time Commitment
- Serve a three-year term beginning in the fall (option for one additional term; maximum six years)
- Step off the Board for five years after completing maximum service before returning
- Chair serves a two-year term, with the option to extend at the request of the PFL representative
- Immediate Past Chair serves as an ex-officio member during the succeeding Chair's term
- If service no longer aligns with commitments, board members may step off and reapply in the future
- Board members are expected to:
  - Attend three primary meetings annually (fall, spring, summer strategic planning)
  - Participate in virtual or working sessions, as requested
  - Maintain active engagement between meetings

Financial Commitment
- Maintain active President's Council membership through annual philanthropic support
- Cover personal travel, lodging, and meal expenses
- Registration is provided for required President's Council events, including:

- Annual President's Council Dinner
- Back to Class sessions
- President's Council tailgates when serving as a host

Board Service & Engagement

- Participate in onboarding and orientation
- Mentor and support new board members
- Serve as a role model and resource
- Connect with assigned mentees, as appropriate
- Contribute to board priorities, assignments, and initiatives
- Participate in committee or project work, as needed
- Share insights to inform decision-making and strengthen engagement
- Identify opportunities to grow and retain membership

Travel & Experiences

- Participation in travel experiences is optional but encouraged
- Board members cover all travel-related expenses
- Those who participate are expected to actively engage and foster connection among attendees
- When applicable, board members may be asked to help facilitate welcoming and engaging interactions among participants