

SOUTHERN WESLEYAN UNIVERSITY

ALUMNI ASSOCIATION

PROGRAM OF WORK

2021-2022



SOUTHERN WESLEYAN UNIVERSITY MISSION

Southern Wesleyan University is a Christ-centered, student-focused learning community devoted to transforming lives by challenging students to be dedicated scholars and servant-leaders who impact the world for Christ.

ALUMNI ASSOCIATION MISSION

The overall mission of the Alumni Association is to serve as enthusiastic and informed ambassadors for the University in support of its worthy mission through service, active involvement, and effective communication.

ALUMNI ASSOCIATION SEEKS TO SERVE THE KINGDOM AND SOUTHERN WESLEYAN UNIVERSITY IN THE FOLLOWING WAYS:

- Coordinate strategic efforts of SWU alumni and friends for the purpose of sharing encouraging support of the University;
- Serve as a conduit for connectivity and timely information exchange between alumni and the University;
- Build effective networks;
- Foster relationships with former and current students;
- Promote SWU within one's community;
- Recruit students;
- Make personal charitable contributions;
- Cultivate charitable contributions;
- Uplift alumni and leaders of distinction;
- Serve as ambassadors of all SWU alumni and provide active leadership on behalf of all alumni in support of the University.



Greetings from the President of the National Alumni Association!

This Program of Work is a tool to guide the National Alumni Board of Directors in their planning for activities and events to support and promote SWU alumni and students.

We are excited with the continued growth of our alumni base, including adult and graduate alumni, and now online alumni. All together our number is now more than 20,000.

The University experienced phenomenal growth in many areas under the leadership of President Todd Voss. Now, we look forward to a new season ahead. We hope you will join us in continued support of our alma mater. You are welcome on campus for any of the many events happening during the year. Pray for the current students, our faculty, staff and all the efforts going forward to advance the University.

Blessings!


President,
National Alumni Association

Family.

When I talk to people from every generation about their experience at Southern Wesleyan that is the word that is commonly used to describe their time here. The Office of Alumni Relations seeks to make sure that all of alumni are treated and feel like family. What does that mean? It means celebrating each other's wins, achievements, and milestones. It also means mourning with those who mourn and bearing one another's burdens. My heart as Alumni Director is that we will be one of the first calls people make when they make a career change, need help in a job search, have their first child, hit a rough patch in life, need prayer, or just need someone to talk to.

The Program of Work is a great tool to guide us and help us accomplish our mission while keeping our SWU family strong and united through the good times and bad. Those who have gone before us have left us an amazing Christ-centered legacy. May we honor their lives and sacrifices by our service to Christ, our churches, communities, and this great institution.

I am honored to serve and hope to hear from you soon as we head into a bright future!

In Christ,


Director of Alumni Relations

DIRECTORS' COMMITMENT OF TIME AND RESOURCES

STANDING MEETINGS:

The National Board of Directors meets at least three times annually in regular session and for any special sessions as called by the Association President.

- FALL-between start of semester and Homecoming
 - WINTER-The first Saturday of February
 - SPRING-A Saturday in April or May as chosen by the Alumni Board of Directors.
- Each regular and special meeting of the Alumni Board of Directors shall follow a written agenda, prepared by the Director and Association President, describing the subjects of discussion. Any other matters may be placed on the agenda by the Association President or by any two members of the Board of Directors three days preceding any regular meeting. The members present at a regular or special meeting shall constitute a quorum.
- Directors are encouraged to participate in as many Association-hosted activities (in addition to meetings) as possible, annually.

COMMITTEE PARTICIPATION:

- Directors are expected to actively participate on at least one committee.

COMMITTEES AVAILABLE FOR PARTICIPATION INCLUDE:

AWARDS and SPECIAL EVENTS

COMMUNICATION

DEVELOPMENT

PRESERVATION

ANNUAL GIVING:

Directors are expected to financially support Southern Wesleyan University each fiscal year by making a tax-deductible contribution.

The University humbly recommends an Annual Gift to the SWU Student Scholarship Fund or the fund designation of the Director's choice in the amount of \$500 or more. Gifts of any amount are gratefully received, sincerely appreciated and may be contributed in any increments preferred or in a lump sum. A gift should be received each fiscal year, which runs from July 1 to June 30 of the calendar year. Gifts are tax-deductible.

OTHER RESPONSIBILITIES:

Directors are also expected to actively recruit students to SWU and promote SWU within one's community.

NATIONAL ALUMNI ASSOCIATION BOARD OF DIRECTORS

COMPOSITION:

The Board will effectively be comprised of members appropriately representing the varying geographic, academic, professional and demographic constituencies of our alumni base.

The Alumni Association Board of Directors shall consist of the President, the President-elect, the Immediate Past-president, the SWU Director of Alumni Relations, and no less than 33 but no more than 43 members effectively representing the alumni base.

Type	Area Representatives	Desired Goal
5 Former AGS Learning Center Areas	Central	Alumni that participated online or onsite when locations were at regional sites from 1992-2017
	Greenville (includes Spartanburg and Greenwood)	
	Columbia	
	North Augusta	
	Charleston	
AT- Large	Traditional	Graduates from the traditional programs and/or the current SGA President
	Kernersville	Members of the Kernersville Academy; Wesleyan Methodist College; High School Academy as well as members that have been given honorary status such as SWU employees
	Wesleyan Academy High School WMC/CWC/SWU	
	Honorary Alumni	
	Larger Geographic Area	Representatives from geographic areas outside of the Wesleyan Districts assigned to SWU
	Affinity Chapters Fine Arts, Athletics, or other SWU Affinity Groups	Representatives from affinity chapters

An ex-officio, non-voting member of the Board of Directors shall be the SWU President. The Executive Committee may invite the then-current student body president of the University to appoint one or more students to serve as representatives to the Board of Directors, the number of such representatives and their appointment to be determined by the Executive Committee.

DIRECTOR VACANCY OR REMOVAL:

In case of a vacancy caused by resignation, death, disability or removal of a Director, a majority of the remaining Directors shall select any member of the Association to fill the vacancy for the remainder of the term. Directors are expected to attend all regular and special events of the Board. Any Director who fails to attend three consecutive meetings (without being excused by the Director of Alumni or the President) shall be deemed to have resigned as of the third meeting and shall be subject to replacement as set forth above. The Board of Directors will actively work with one another and the University faculty, staff and administration in identifying/recruiting potential new Directors as seats become available.

GOVERNANCE / EXECUTIVE COMMITTEE

PURPOSE AND CHARGE: *Align Alumni Association's Activity*

On behalf of the Board, the committee shall:

- Ensure Board activity is aligned and in compliance with the Association's Program of Work;
- Ensure the Association's Program of Work remains synchronized with SWU's strategic direction set forth and conveyed by the Administration of Southern Wesleyan University;
- Make recommendations to the Board of Directors concerning Association policies, programs and activities;
- Manage the affairs of the Association between meetings of the Board of Directors;
- Meet at the call of the President and/or the Executive Director of Alumni Relations as may be deemed necessary and convenient for the successful accomplishment of the Executive Committee's duties; and
- Exercise additional delegated powers periodically, as needed by the Board of Directors.

The Executive Committee shall be a Standing Committee of the Alumni Association. The Executive Committee shall consist of the President, the President-elect, the Immediate Past-president, and the Executive Director of Alumni Relations.

PAST PRESIDENT: DR. PRISCILLA BRAY HAMMOND

The Immediate Past-president:

- Shall preside over meetings in the absence of the President and President-elect and shall perform such other duties as are delegated by the President.

PRESIDENT: JANENE BRYSON

The President:

- Shall preside over all meetings of the Association, the Board of Directors, and the Executive Committee;
- Shall appoint all committees and committee chairs not otherwise provided for in the Constitution or By-laws;
- Shall be an ex-officio member of all committees;
- Shall in conjunction with the Executive Director of Alumni Relations develop the agenda for the Board of Directors' meetings;
- Shall represent the SWU Alumni Association at appropriate community events;
- Shall assist in developing a specific and measurable Program of Work by October of each year;
- Shall review progress toward achieving the goals in the Program of Work with vice-chairs at the annual meetings.

PRESIDENT-ELECT: ROGER LAMPKIN

The President-elect:

- Shall serve as chair of the Nominating Committee, shall preside over meetings in the absence or at the direction of the President and shall perform such other duties as are delegated by the President.

EXECUTIVE DIRECTOR OF ALUMNI AND CONSTITUENT RELATIONS (TREASURER): REV. HEATH MULLIKIN

The Executive Director of Alumni and Constituent Relations

- Shall keep accurate records of all financial matters.
- Shall ensure that all goals generated based on the priorities set forth in this Program of Work are S.M.A.R.T. (Specific, Measurable, Attainable, Realistic and Time-Related).
- Shall ensure that those placed in leadership roles have the appropriate skills necessary to lead the Association to successful outcomes in accordance with the Program of Work.
- Shall explore and investigate affinity program benefits on behalf of the Association and in coordination with the University Administration.

AWARDS AND SPECIAL EVENTS COMMITTEE

Each year the Southern Wesleyan University Alumni Association recognizes alumni of distinction with special awards bestowed to encourage and honor their continued focus on Christ and professional achievement. Honorees embody Christian values and strive to become the person Christ intended them to be, personally and professionally. We encourage alumni to nominate individuals that exemplify the values and qualities representative of Southern Wesleyan University.

PURPOSE AND CHARGE: *Honor Alumni of Distinction*

On behalf of the Board, the committee shall:

- Solicit nominations from the international pool of SWU alumni (electronic solicitation is acceptable);
- Evaluate nominations fairly;
- Select award winners impartially;
- Identify and recognize alumni demonstrating excellence in service and professional accomplishment as set forth within this Program of Work;
- Coordinate, implement, oversee and administer all Alumni Association Awards-related activities, to include the Awards Ceremony.

The Awards Committee shall be comprised of a minimum of three members of the Alumni Association Board. Meetings may be held face-to-face, electronically, telephonically or by any method of meeting made possible by technology.

ALUMNI ASSOCIATION ANNUAL AWARDS:

OUTSTANDING ALUMNUS OF THE YEAR AWARD

PROFESSIONAL EXCELLENCE AWARD—College of Arts and Science

PROFESSIONAL EXCELLENCE AWARD—School of Business

PROFESSIONAL EXCELLENCE AWARD—School of Education

YOUNG LEADER AWARD

Nominations should be, and selections are based upon their service to humanity and community; their level of professional achievement; walk of faith; service to Southern Wesleyan University; and their demonstration of, or the potential for, being a model alumnus.

OUTSTANDING ALUMNUS

The Outstanding Alumnus Award recipient is selected based upon his or her demonstration of respect for and acts of humanity, active participation in community service, and faithful support of Southern Wesleyan University. The Award is also based upon significant achievement in the recipient's chosen profession. All former students of Southern Wesleyan University who have received academic credit are eligible.

PROFESSIONAL EXCELLENCE

The purpose of the Professional Excellence Award is to recognize alumni who have made outstanding contributions to their profession and community while having achieved honor and distinction for Southern Wesleyan University. All Southern Wesleyan University alumni who have received academic credit are eligible. However, only those who have been established professionally for at least five years can be considered. The recipient must also hold membership in at least one professional organization and must have been recognized by an organization for his or her accomplishments, achievements, and/or contributions. Awards are considered for each of the following areas: School of Education, School of Business, and the College of Arts and Science.

YOUNG LEADER

The purpose of the Young Leader Award is to recognize alumni, (age 39 or under) who are outstanding leaders in their profession and community, and show strong promise of future professional growth. They should also provide service to Southern Wesleyan University and exemplify Christian values. All former Southern Wesleyan University alumni who have received academic credit are eligible.

AWARDS AND SPECIAL EVENTS COMMITTEE

PURPOSE AND CHARGE: *Meaningfully Engage SWU Alumni Through Special Events*

On behalf of the Board, the committee shall

- Plan, coordinate and host three innovative and engaging regional alumni events whereby the President (or his designee) will engage the group whether formally or otherwise: These may be affinity based, geographically based, cause specific, etc.;
- Assist with the planning, coordination and hosting of SWU's Homecoming activities. The SWU Alumni Association will strive for a 25% increase in alumni attendance to Homecoming;
- Promote an Alumni Night, Day, or Afternoon event for at least three of SWU's sports / fine arts events annually (where spectators are able to enjoy the event.) Alumni of that particular sport or performing art would be particularly targeted as special guests of the Alumni Association and University. Traditional and AGS alumni should be invited. Ideally, each year additional sporting and fine arts events would become Alumni Special Events;
- Plan, administer and host the Rock The Walk brick distribution and placement related event associated with graduation, or another designated time;
- Establish and nurture a SWU Alumni Network, i.e. reoccurring and routinely scheduled networking time on each SWU Campus.

The Special Events Committee shall be comprised of a minimum of six members of the Alumni Association Board. Meetings may be held face-to-face, electronically, telephonically or by any method of meeting made possible by technology.

COMMUNICATION COMMITTEE

PURPOSE AND CHARGE: *Broaden and Strengthen Communication, Between and Among, Alumni & Southern Wesleyan University*

On behalf of the Board, the committee shall

- Ensure clear and accurate information exchange between and among Alumni Board Directors and Southern Wesleyan University through the Executive Director of Alumni Relations;
- Seek to maximize positive usage of social media on behalf of the Alumni Association to promote Southern Wesleyan University;
- Seek to maximize positive usage of social media to recruit potential students and actively engage SWU alumni with their Alma Mater (and one another);
- Seek to maximize positive usage of social media to actively solicit charitable contributions for SWU;
- Assist the Development, Special Events, Awards and Nomination Committees disseminate pertinent, timely, accurate, well-articulated and grammatically correct information on the Web, social media, by phone and/or email, etc.
- Work closely with SWU's Public Relations Office particularly with respect to promoting alumni activity via social media.

The Communication Committee shall be comprised of a minimum of three members of the Alumni Association Board. Meetings may be held face-to-face, electronically, telephonically or by any method of meeting made possible by technology.

DEVELOPMENT COMMITTEE

PURPOSE AND CHARGE: *Increase Charitable Contributions to Southern Wesleyan University*

On behalf of the Board, the committee shall

- Organize and lead the Fund Development activities of the Alumni Association Board of Directors;
- Ensure 100% Board participation in annual financial support of Southern Wesleyan University (dollar figures do not have to be discussed, only participation rate(s) of their personal annual giving);
- Ensure 100% Board participation in annually asking three people (families, organizations, businesses, etc.) to financially support Southern Wesleyan University;
- Strategize and establish (in coordination with the Office of Development) ways of increasing alumni contributions (number of donors and amounts donated) to SWU annually;
- Ignite opportunities for charitable giving to SWU—Annual fundraising goal for the Alumni Association to be verbalized;
- Become familiar with the University's Planned Giving website and actively engage friends in conversation about the benefits of estate planning for both the individual and SWU;
- Members of the Development Committee shall have a personal goal of securing 10 new donors' gifts to Southern Wesleyan University. Members should ideally focus on new gifts that would not have been made otherwise.

The Development Committee shall be comprised of a minimum of seven members of the Alumni Association Board. Meetings may be held face-to-face, electronically, telephonically or by any method of meeting made possible by technology.

PRESERVATION COMMITTEE

PURPOSE AND CHARGE: *To assist in maintaining physical and digital archives regarding SWU History and Events*

On behalf of the Board, the committee shall

- Work with the SWU Historian to collect, organize and display (digitally or by developing an exhibit) information and artifacts significant to SWU's history.
- Work with the SWU Library staff to ensure the safe keeping of various SWU artifacts.

The Preservation Committee shall be comprised of a minimum of three members of the Alumni Association Board. Meetings may be held face-to-face, electronically, telephonically or by any method of meeting made possible by technology.

NOMINATING COMMITTEE

PURPOSE AND CHARGE: *Ensure Strong Membership and Leadership of the Southern Wesleyan University Alumni Association Board*

On behalf of the Board, the committee shall

- Recommend one or more candidates for President-elect every other year when election will be taking place.

The Nominating Committee shall be appointed by the Association President and ratified by a majority vote of the Directors present. The committee shall be comprised of three to seven members. Meetings may be held electronically, telephonically or by any method of meeting made possible by technology.







ALUMNI ASSOCIATION BOARD OF DIRECTORS

SERVICE AGREEMENT

The Board of Directors shall meet at least three times annually in regular session and for any special sessions as called by the Association President.

These known meetings are held on Southern Wesleyan University's Central Campus as follows:

- FALL-between start of semester and Homecoming
- WINTER-The first Saturday of February
- SPRING-A Saturday in April or May as chosen by the Alumni Board of Directors.

Each regular and special meeting of the Alumni Board of Directors shall follow a written agenda, prepared by the Director and Association President, describing the subjects of discussion. Any other matters may be placed on the agenda by the Association President or by any two members of the Board of Directors three days preceding any regular meeting. The members present at a regular or special meeting shall constitute a quorum.

In case of a vacancy caused by resignation, death, disability or removal of a Director, a majority of the remaining Directors shall select any member of the Association to fill the vacancy for the remainder of the term. Directors are expected to attend all regular and special meetings of the Board. Any Director who fails to attend three consecutive meetings without contacting the Alumni President or the Alumni Director with a cause or excuse shall be deemed to have resigned. A Director may be removed for just cause, as determined by a two-thirds majority of the Board of Directors present, and shall be subject to replacement.

- Directors are encouraged to participate in as many reasonably feasible Association activities as possible annually.
- Directors are expected to actively participate on at least one committee.
- Directors are expected to make an annual donation to Southern Wesleyan University within the outlined fiscal year and acknowledge there is a recommended giving threshold.
- Directors are expected to actively recruit students and cultivate charitable donations to SWU annually.

I am fully aware of the time and resource commitment(s) associated with being named as a Director and agree to the above terms as set forth in this document. I fully accept the role as Director under said terms and will faithfully serve my Alma Mater to the best of my ability.

PRINT NAME

SIGNATURE

DATE

SEND SERVICE AGREEMENT BY **JULY 1** TO:
THE SWU OFFICE OF ALUMNI RELATIONS
P.O. BOX 1020, CENTRAL SC 29630

Southern Wesleyan University
Alumni Association
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www.swu.edu

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