

**Sam Houston State University
University Advancement**

Guidelines and Standards for Decentralized Advisory & Alumni Boards

Decentralized advisory and constituent-based alumni boards are valued as being critical to promoting understanding about and external support for the university's colleges, departments and programs. They provide opportunities for grass-roots involvement by alumni and other friends with the university. The general purposes for the creation and support of decentralized advisory and alumni boards are as follows:

- Provide more effective communication and engagement
- Serve as a sounding board
- Offer advice and counsel
- Promote private giving
- Involvement in coordinated legislative advocacy
- Support for student recruiting
- Perform an ambassadorial service
- Promote internships and career opportunities for graduates

While focusing primarily on issues, programs and opportunities for decentralized units, these boards' efforts should compliment and support the centralized activities of the university, especially regarding development, alumni relations, enrollment management, government affairs, and communications and marketing. Each group should have a written purpose and objectives that are reviewed and approved by the appropriate divisional vice president or provost, the vice president for university advancement and the university president. The approved document should be provided to the members of the decentralized boards annually.

The involvement and engagement of alumni and friends are critical to the future of the university, with the time and talent of participants being highly valued as a precious resource. Accordingly, the activities of decentralized boards should be planned, organized, and implemented professionally, with the supervision of the appropriate head.

The following standards apply to decentralized boards:

- Members are expected to be regular donors to any area of the university – preferably at a level that would qualify them for listing in the Samuel Houston Society.
- Additionally, members of decentralized alumni boards must be current members in good standing in the SHSU Alumni Association.
- Advisory and alumni boards must have one or more business meetings annually with agendas that will promote an exchange of information and support the decentralized unit.
- Major and special gift campaigns must be approved in advance by the vice president for university advancement and the university president to assure proper coordination.

The university president, vice president for university advancement, and advancement staff will provide appropriate support and assistance to decentralized units in the development, growth, and success of their programs.

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