

**Clemson University
College of Business
Alumni Loyalty Board
BYLAWS**

I. PURPOSE AND MISSION

The College of Business Alumni Loyalty Board is an independent organization providing support and assistance to the College of Business' Advancement Office at Clemson University (CU). The mission of the Board is to provide input to the Dean and the College Advancement staff about the college's stewardship, engagement, marketing, communications, and development activities and opportunities. In carrying out this mission the Board and its members will:

- A. Provide direction and feedback for the Advancement Office on activities to increase private support for the college through alumni and donor engagement, marketing and communications, and development opportunities;
- B. Provide direction and feedback for the Advancement Office on activities to increase awareness of the college;
- C. Strengthen the institution through increased involvement by volunteer leadership;
- D. Develop activities that assist the college in recruitment and retention of students;
- E. Develop activities that enhance the visibility and awareness of the college and its instructional and research activities throughout our service community and beyond. Assist in the development of the public image, brand, and message;
- F. Serve as a liaison between the college and the communities which board members reside.

The Board shall have a Chair and a Vice-Chair who will each serve a one (1) year term. The Chair and Vice-Chair shall be selected during the spring semester meeting and take office at the conclusion of that meeting. Secretarial support for minutes and related record-keeping will be provided by the College.

To accomplish the goals identified in Section I, the Board will operate when deemed appropriate, through committees and/or *ad-hoc* task forces appointed by the Board Chair. Each committee/task force chair will be appointed by the Board Chair and Board Administrator and serve for one (1) year. Board member terms may be extended for those serving as a committee chair.

The Chair and College Advancement staff will be responsible for developing the agenda for each Board meeting.

II. MEMBERSHIP

Alumni Loyalty Board Membership Process

Membership on the Alumni Loyalty Board begins through the suggestion of a potential board member through a current board member or a Clemson University staff member. The Chair and/or Clemson University staff member will request a visit with the nominee. Based on a review of the nominee's qualifications and the visit with the nominee, the Chair will decide either to not extend an invitation for membership or they will make a recommendation to the Board for approval based on the above process. Board membership will be held at no more than 30 members and each member will be asked to serve a three (3) year term. If asked by the Chair, a member may serve a second three (3) year term. The Chair and Vice-Chair are exempt from terms when holding these positions.

III. MEETINGS

Committees will meet two times each academic year (fall and spring). An individual may be dismissed from board membership after two consecutive missed meetings.