



2006 TSU Engineering Alumni Summit

March 30th - April 1st, 2006

President's Report

Agenda

- ❑ TSUEAA Vision
- ❑ TSUEAA Mission
- ❑ TSUEAA Goals
 - ▶ Engineering Alumni Recruitment & Retention
 - ▶ Endowment Launching
 - ▶ Fundraising (Near, Intermediate, Long-Term)
- ❑ TSUEAA Team

TSUEAA Vision Discussion

A Vision is a description of the business as you want it to be. In dictionary terms it is, 'a mental image produced by the imagination'. It involves seeing the optimal future for the business, and vividly describing this vision. The description might include HOW things will be, WHERE, WHO with, WHAT you'll be doing and HOW you'll feel.

- Bring focus and clarity to the desired future of the business (and what makes it distinctive)
- Inspire people to work towards that future
- Guide people in their decision-making as they reach for this future

A Vision statement must not be confused with a Mission statement. A mission statement is the definition of the 'special assignment' being undertaken by the business. It is likely to cover the customer groups that are being served, as well as (perhaps more importantly) the customer needs that are being met.

- What is in the TSUEAA Vision ?
 - ▶ What it is ?
 - ▶ What it is not ? (implied)

It is critically important to know what the TSUEAA is and what it is not

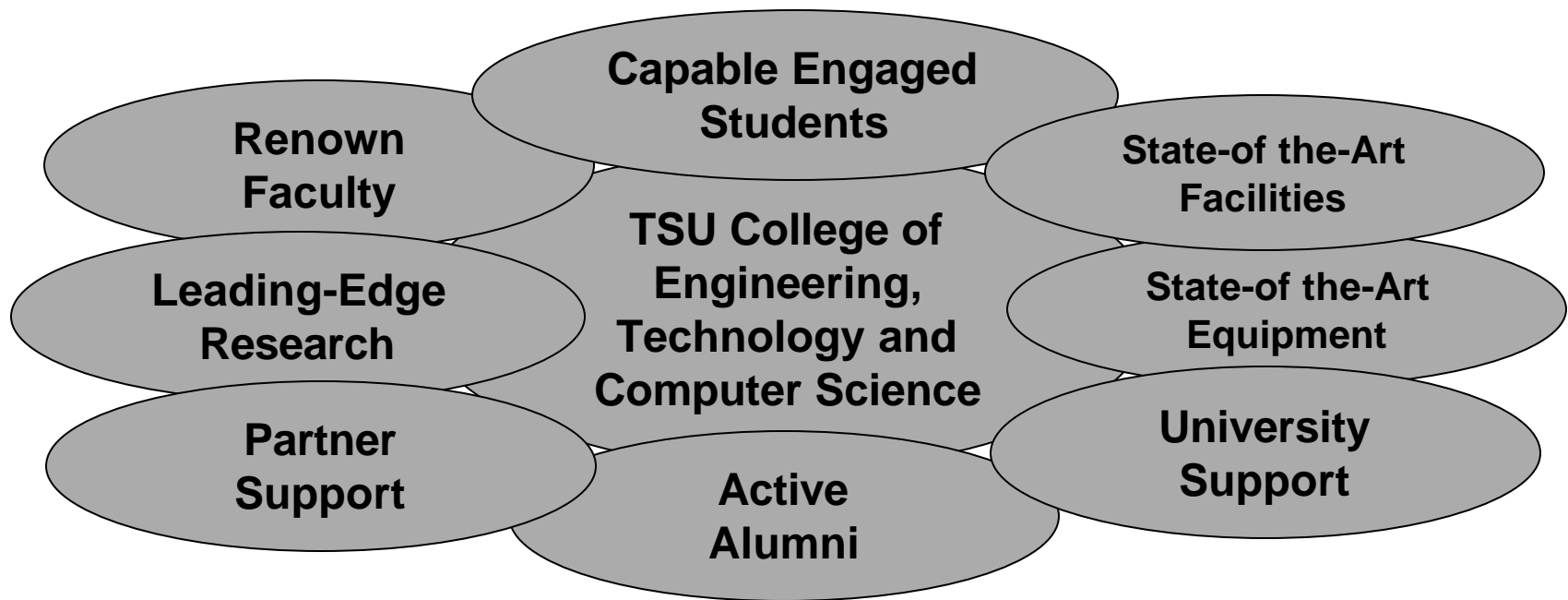
❑ What it is ?

- ✓ Exclusive engineering alumni organization of the College of Engineering, Technology and Computer Science (CoETCS)
- ✓ Leverages engineering alumni resources and relationships to benefit CoETCS students and faculty
- ✓ Near and Long-Term Focus
- ✓ Service and future oriented
- ✓ Primary Fundraising vehicle for the TSU engineering endowment
- ✓ Benefactor: CoETCS Students and Faculty
- ✓ Serious about the future of the CoETCS

❑ What it is not ?

- ✓ Serves the needs of “TSU alumni”
- ✓ Only a social organization
- ✓ Funds all used for scholarships and equipment purchases, with none allocated for long-term future benefit.
- ✓ Short-Term Focus
- ✓ Funds raised directed to general university scholarship fund.
- ✓ Benefactor: University
- ✓ Only concern is for the university in general

The vision of the TSUEAA is to be the primary support organization for the TSU College of Engineering, Technology and Computer Science and to enable it to be a top-tier engineering college when compared to other similar institutions from across the United States



The mission of the TSUEAA is to Engage the alumni, Endow the College of Engineering and Empower the College of Engineering to fulfill its mission

The mission of the TSUEAA is to promote The College of Engineering, Technology and Computer Science's tradition of engineering excellence through a three-fold approach:

- ❑ **Engage:** It is the goal of the TSUEAA to build an up-to-date database of the all TSU CoETCS alumni. This database will be used as the primary tool of the TSUEAA to enable it to reach the majority of engineering alumni, to solicit their commitment and support of the CoETCS. The TSUEAA will leverage numerous other technological vehicles and innovative methods to achieve this goal.
- ❑ **Endowment:** It is the goal of the TSUEAA to launch and establish an endowment fund to support those mission of the CoETCS. After the endowment has been established, the TSUEAA will put financial and funding vehicles in place to provide for the endowment's ongoing funding in perpetuity.
- ❑ **Empower:** It is the goal of the TSUEAA to organize, develop strategies, execute plans, and marshal resources to support the CoETCS' mission to be a top-tier engineering college when compared to other similar institutions from across the United States. This includes initiating and supporting efforts to promote student and faculty recruitment, readiness and retention, as well becoming the primary 'voice' for the benefit of the CoETCS.

The goals of the TSUEAA are developed and aligned to fulfill its mission, as it moves forward to the vision

□ Engage:

- ▶ Compile a database of up to 5,000 engineering alumni for the use of the TSUEAA
- ▶ Communicate by various means (i.e. e-mail, conference calls, US Mail, Calling Posts) to share with them the mission of the TSUEAA and request their membership and active participation
- ▶ Compel up to 1,000 engineering alumni to become regular financial members of the TSUNAA and TSUEAA (\$25 TSUEAA annual membership fee for a annual budget of \$25,000)
- ▶ Construct a interactive web portal which will become the main communication organ of the TSUEAA and the CoETCS.
 - Provide all graduating CoETCS students a permanent alumni e-mail address so that the TSUEAA can maintain contact and connection.
 - Provide all TSUEAA faculty and ‘financial’ alumni an account on the web portal.
- ▶ Come together: Four (4) major TSUEAA meeting and events per calendar year
 - Annual TSU Engineering Alumni Summit – Spring – Major Business Meeting
 - TSUNAA National Convention – Summer – Major Alumni Recruiting Event
 - Atlanta Football Classic – Early Fall – Major Alumni Social Event
 - TSU Homecoming – Fall – Major Fundraising and Fellowship Event

□ Endowment:

□ Empower:

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□ Engage:

□ Endowment:

- ▶ Establish an endowment: to be managed by a separate board of directors and trustees chartered explicitly to benefit of the CoETCS
- ▶ Enable the endowment: with “The Mighty 100 Engineers” Campaign (100 engineers giving \$1,000 over 100 days – January 1st to September 28th, 2006)
- ▶ Expand the endowment: with “The Fighting 500 Engineers” Campaign (500 corporate employed engineering alumni each giving \$500 to raise \$200,000 with 1:1 corporate match – September 28th, 2006 to September 28th, 2007)
- ▶ Enlarge the endowment: with “Engineering Alumni and Student” Campaign (2006 alumni and students each giving \$100 to raise \$200,600 – September 28th, 2006 to September 28th, 2007)
- ▶ Empower the endowment: with “Corporate Endowment Building” Campaign (\$1,000,000 to be raised – November 5th, 2006 to November 5th, 2008)
- ▶ Extend the endowment: repeat the above mentioned endowment funding campaigns on a annual and ongoing basis for the next ten (10) years.
- ▶ Encourage all to give to the endowment: by other diverse means (i.e. company stocks, wills, life insurance, patent awards, legal verdicts, lottery, real property, matching grants, web-base contributions, etc.)

□ Empower:

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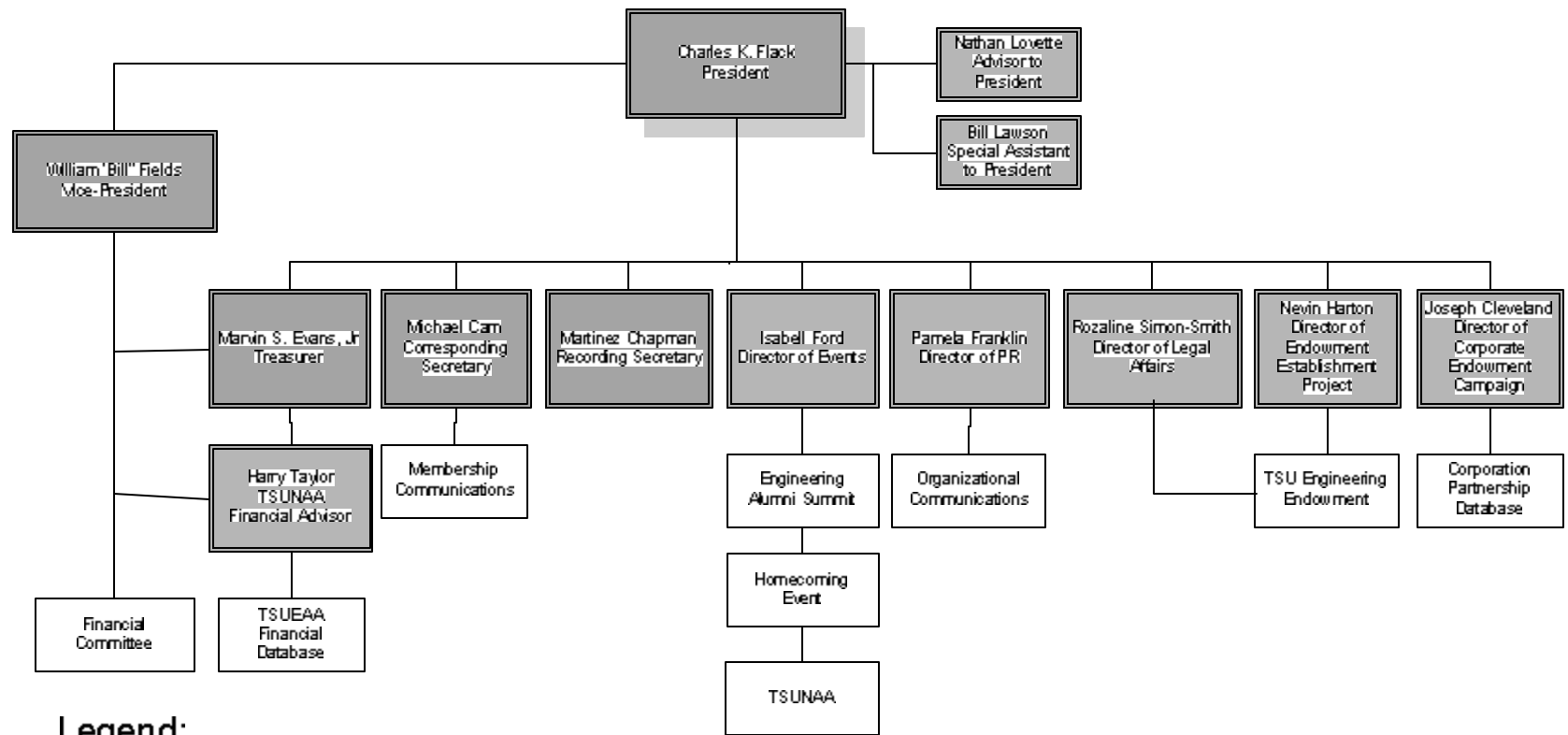
□ Engage:

□ Endowment:

□ Empower:

- ▶ Immerse the TSUEAA in mentoring programs at designated high schools
 - Leverage engineering alumni involvement with CoETCS ECI and Junior NSBE chapters to establish a ready, prepared pipeline of new students for the CoETCS
- ▶ Involve the TSUEAA in the new student recruitment and retention activities of the CoETCS
- ▶ Include the TSUEAA in activities to represent the interest of the CoETCS, at the university, local, state and national levels
- ▶ Incorporate the TSUEAA in resolving staffing and teaching issues in the CoETCS
 - Leverage engineering alumni in the recruiting and retaining top faculty for the CoETCS
- ▶ Invest interest income produced by the endowment to satisfy the diverse needs of the CoETCS.
 - 4-year and as-need student scholarships
 - Pre-college student development programs
 - Student research grants
 - Faculty grants and awards
 - Research grants
 - Equipment donations
 - Capital campaign contributions
 - Venture capital for incubator business

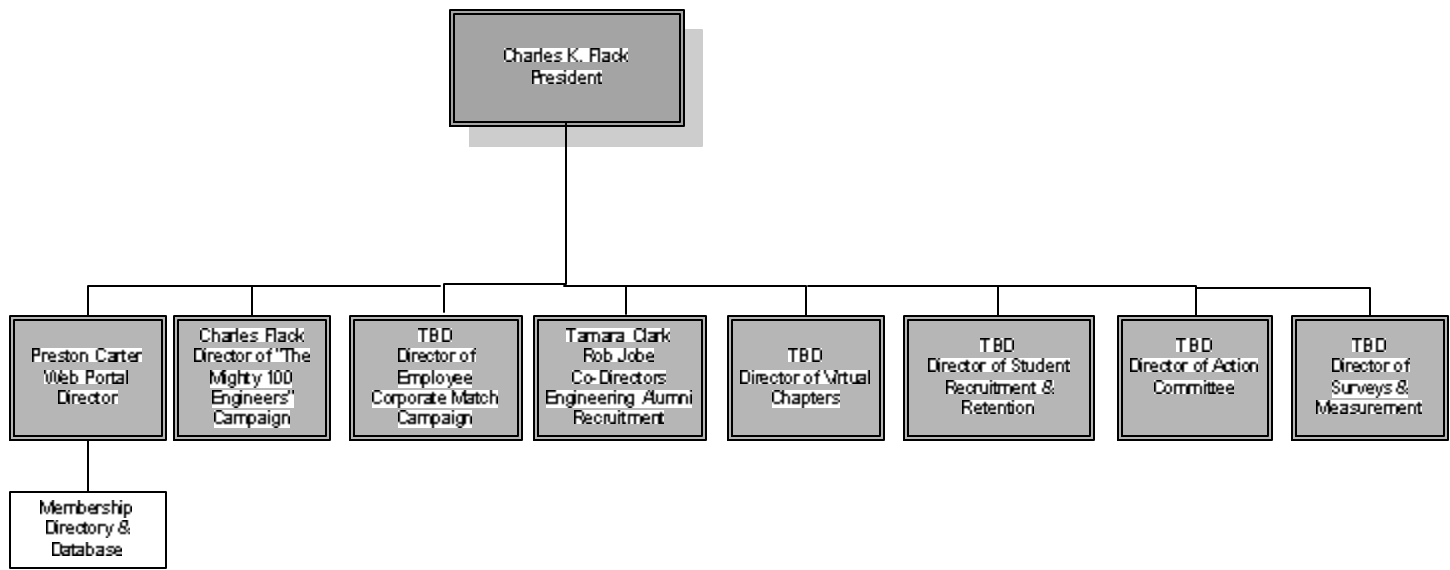
For the TSUEAA to successfully achieve its goals, an effective engineering alumni leadership team is essential.....



Legend:



....with the addition of other key roles.



Legend:



TSUEAA Chapter Meeting Agenda at the TSU Engineering Alumni Summit

- Finance Committee Report (attn: Bill Fields)
- Endowment Charter Report (attn: Nevin Harton)
- Web Portal Report (attn: Marvin Evans, Jr)
- Chapter Membership Data Harvesting Report (attn: Mike Carn)
- "The Mighty 100 Engineers" Endowment Launch Report (attn: Charles Flack)
- Engineering Alumni Survey Report (attn: Charles Flack)
- Corporate Endowment Campaign Report (attn: Joe Cleveland)
- Alumni Outreach and Public Relations (attn: Pam Franklin)
- Chapter Financial and Endowment Report (attn: Preston Carter)