

SOUTHERN WESLEYAN UNIVERSITY

ALUMNI ASSOCIATION

PROGRAM OF WORK

2014-2015



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.



Dear Southern Wesleyan University Alumni and Friends,

Spread the word...Southern Wesleyan University is growing! In addition to the adult learning centers across the state of South Carolina, in the spring of 2013 we launched SWU-ONLINE. This is a pivotal time in the history of our great University.

In other developing news, the Warrior Athletic programs are moving to the NCAA Conference Carolinas. This means the Warrior Teams will need your support as most games will be played in the heart of two states where we have over 10,000 SWU Alumni. This is the beginning of bringing the Warrior Spirit back to the Carolinas.

In the days ahead we will continue to promote our Christ-Centered, Student-Focused Alma Mater through our active alumni in all of our regions of the country where alumni live, work and serve. With the efforts of the Alumni Board of Directors working closely with the Southern Wesleyan University administration and staff, the vision for the days ahead will be brighter than ever.

The 2014-2015 Program of Work has been simplified and sharpened. This document serves as a directional focus for our Association and in particular for the Board of Directors. Feedback is always welcome!

Pray daily for the faculty, staff and students of SWU. Support SWU alumni in your local communities and consider sending an annual gift today to keep the tradition of SWU alive and well. This is your alumni association. Plan now to leave your mark on the heritage of SWU!

Serving with passion,



JOY BRYANT
Executive Director of Alumni and Constituent Relations

GOVERNANCE / EXECUTIVE COMMITTEE

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

On behalf of the Board:

- 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. CORY WILLIAMS

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: ROGER LAMPKIN

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 and shall serve as the official representative of the Association to the SWU Board of Trustees;
- 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: TO BE NAMED

The President-elect:

- Shall serve as chair of the Nomination 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): JOY BRYANT

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.

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 Southern Wesleyan University Executive Director of Alumni Relations, and a representative from (ideally) each area listed in the chart below as targeted. The Board of Directors formation should not fall below 33 or exceed 43 members.

Type	Area Representatives	Desired Goal
5 AGS Learning Center Areas	Central	AGS Graduates from SWU regional centers
	Greenville (includes Spartanburg and Greenwood)	
	Columbia	
	North Augusta	
	Charleston	
7 Geographic District Affiliated Areas	South Carolina	Graduates from SWU residing in these geographic areas
	NC West	
	NC East	
	Florida	
	Tennessee	
	South Coastal	
	Shenandoah	
3 SWU Schools and Colleges	School of Business	Graduates from each of the schools or colleges
	School of Education	
	College of Arts and Science	
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 meetings of the Board. Any Director who fails to attend three consecutive meetings shall be deemed to have resigned as of the third meeting, and shall be subject to replacement as set forth above. A Director may be removed for just cause, as determined by a two-thirds majority of the Board of Directors, and shall be subject to replacement as set forth above. The Board Directors will actively work with one another and the University faculty, staff and administration in identifying/recruiting potential new Directors as seats become available.

Class Year	First	Last	Maiden	Email	City	ST	Phone	Term Start	Term Exp.
1999	Lee	Allen		lallen@swu.edu	Easley	SC	864-859-1789	1/20/2012	2015
2011	Daysha	Alston-Gordon	Alston	alston.daysha@gmail.com	Brooklyn	NY	843-388-5449	4/15/2013	2015
2003	Janelle	Beamer		janellebeamer@gmail.com	Columbia	SC	803-777-2109	11/12/2013	2017
2009	Angie	Bowers	Carnes	abowers@swu.edu	Fountain Inn	SC	864-601-9054	1/20/2012	2015
1992	Joy	Bryant	Dodson	jbryant@swu.edu	Pickens	SC	864-915-7368	5/1/2001	Executive
1993	Lisa	Bryant	Gatlin	lbryant@cmhsc.org	Easley	SC	864-306-6981	5/1/2000	2017
1975	Janene	Bryson	Jennings	j9rnc@citcom.net	Pisgah Forest	NC	828-883-3322	5/1/2008	2017
2009	Natalie	Carey		Natalie.Carey@mail.swu.edu	Easley	SC	864-306-9314	5/1/2008	2017
2012	Ethan	Cashwell		ethcash89@gmail.com	Charlotte	NC	704-685-4441	2/3/2012	2016
1973	Bob	Cooley		robertcooley56@gmail.com	Easley	SC	864-607-8050	9/19/2013	2016
1970	Lewis	Edwards		ledwards@nuvox.net	Liberty	SC	864-843-9176	5/1/1975	2015
1972	Nancy	Edwards	Posey	ledwards@nuvox.net	Liberty	SC	864-843-9176	5/1/2002	2016
2002	Tim	Elrod		telrod@nctv.com	Liberty	SC	864-843-1029	5/1/2007	2016
1953	Darl	Fowler		DarlFowler@hotmail.com	Greensboro	NC	336-292-8870	5/1/1975	Emeritus
1976	Darl	Fowler, Jr.		darlnotcarl@aol.com	High Point	NC	336-869-4839	1/2/2014	2017
2010	Steve	Gibson		sgibson@swu.edu	Central	SC	864-207-0364	5/11/2011	2017
2006	Priscilla	Hammond	Bray	phammond@swu.edu	Lawrenceville	GA	N/A	5/1/2007	2016
1989	Billie Faye	Harvey	Morrison	bfharvey@msn.com	Central	SC	864-639-2120	5/1/1988	Emeritus
1965	Glenda	Hoyle	Shockley	hoylegs@aol.com	Pickens	SC	864-878-5778	10/26/2010	2016
2012	Arcola	Jones	Jackson	ajones@swu.edu	Columbia	SC	803-740-4447	11/12/2013	2017
2005	Cassandra	Kitt	Rice	Cassk3025@gmail.com	Summerville	SC	843-532-8219	6/25/2010	2016
2010	Roger	Lampkin		rdlampkin@yahoo.com	Knoxville	TN	803-617-8230	7/13/2010	2018
2006	Tracy	Landrith	McClain	tracylandrith@gmail.com	Pelzer	SC	N/A	5/1/2009	2017
1956	Sonny	Lusk		cwlusk@yahoo.com	Kennesaw	GA	770-424-5519	5/1/2005	2017
2010	Angel	Muhammad		angelette.muhammad@mail.swu.edu	Greenville	SC	864-241-0969	5/11/2011	2014
1961	Bob	Nash		rrnash1@bellsouth.net	Central	SC	864-639-2642	5/1/1975	2016
1990	April	Nieves	Camp	apriln25@aol.com	Myrtle Beach	SC	843-241-4161	7/6/2012	2016
1990	Kelley	Norwine	Whitlock	KelleyNorwine@mail.swu.edu	Easley	SC	864-855-7062	7/13/2010	2016
2014	Keonna	Palmer		keonna.palmer@mail.swu.edu	Easley	SC	404-621-2005	4/15/2013	2017
2012	Tony	Payne		APayne@marchofdimes.com	Greer	SC	864-237-4737	4/15/2013	2017
2006	Rebecca	Price-Lester	Price	rebeccaprice74@yahoo.com	Summerville	SC	843-367-7788	6/16/2010	2014
1968	Sue	Rickman	Johnson	srickman@swu.edu	Clemson	SC	864-654-4505	5/1/1975	2015
2012	Sammy	Stewart	Stewart	sammystewart1@gmail.com	Easley	SC	864-752-5810	6/9/2010	2015
2002	Teresa	Thurmond	Samuels	teresathurmond@bellsouth.net	Greenville	SC	864-277-6028	5/1/2005	2014
2010	Karen	Varnadoe	Beverdsdorf	kbvdoe@hotmail.com	Lexington	SC	803-348-8503	5/1/2008	2017
1994	Cory	Williams		pastorcowilliams@att.net	Anderson	SC	864-224-4769	6/9/2010	2016

DIRECTORS' COMMITMENT OF TIME AND RESOURCES

STANDING MEETINGS:

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

- Friday afternoon preceding Homecoming Weekend at noon
- First Saturday of February at 9:30 a.m.
- Second Saturday in April at 9:30 a.m. to be followed by Annual Awards Luncheon at noon [Possible/Probable this event would soon coincide with Homecoming—if so, a new date would be proposed]

Each regular and special meeting of the National Board of Directors shall follow a written agenda, prepared by the Executive Committee, 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 (activities other than Board/Committee meetings) as possible annually.

COMMITTEE PARTICIPATION:

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

COMMITTEES AVAILABLE FOR PARTICIPATION INCLUDE:

AWARDS

SPECIAL EVENTS

COMMUNICATION

DEVELOPMENT

RECRUITMENT

GOVERNANCE/EXECUTIVE

NOMINATING [Appointed by Association President and Executive Director]

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 Promise 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. Please be reminded, gifts to the University are tax-deductible. If Directors are undecided as to where to designate their contributions, the Promise Fund is recommended. The Promise Fund supports student scholarships and the areas of greatest need for the institution.

AWARDS 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

- 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.

SPECIAL EVENTS COMMITTEE

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

On behalf of the Board

- 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.;
- Plan, coordinate and host one Alumni Golf Tournament (preferably outside of Pickens County) whereby traditional and AGS alumni are encouraged to play;
- 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) for at least a 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

- 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 driving 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

- Organize and lead the Fund Development activities of the Alumni Association Board of Directors;
- Ensure 100% Board Director 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 (these gifts would not have been made absent of the Director's request).

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.

RECRUITMENT COMMITTEE

PURPOSE AND CHARGE: *Seek Out Enrollment Recruits/Actively Recruit Students for the Traditional and AGS Program(s) at Southern Wesleyan University*

On behalf of the Board

- Ensure 100% Board participation in actively recruiting two students per each member annually;
- Members of the Recruitment Committee shall have a personal goal of referring/recruiting 10 new students to Southern Wesleyan University (these students would not have applied/enrolled absent of the Director's initiative).

The Recruitment 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.

NOMINATING COMMITTEE

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

On behalf of the Board

- Solicit nominations for membership to the Alumni Association Board and facilitate the decision making thereof;
- Solicit and make nominations of leadership candidates from within the membership to assume positions on the Executive Committee, then facilitate the associated decision making process.

The Nominating Committee shall be appointed by the Association President and the Executive Director of the Alumni Association. The committee shall be comprised of three to seven members. Up to three of these members could be University leaders. Meetings may be held face to face, 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:

- Friday afternoon preceding Homecoming Weekend at noon
- First Saturday of February at 9:30 a.m.
- Second Saturday of April at 9:30 a.m. (with awards luncheon to immediately follow at noon) *The above awards ceremony may soon become a Homecoming event.*

Each regular and special meeting of the Alumni Board of Directors shall follow a written agenda, prepared by the Executive Committee, 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 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 MAY 1 TO:
THE SWU OFFICE OF ALUMNI RELATIONS
P.O. BOX 1020, CENTRAL SC 29630



ALUMNI ASSOCIATION BOARD OF DIRECTORS

EXPENSE VOUCHER

NAME: _____ ID#: _____

DATE & LOCATION OF DIRECTOR ACTIVITY: _____

EXPENSE:

Mileage _____ miles at \$.40/mile _____

Airline ticket _____

Meals _____

Lodging _____

Total _____

PLEASE CHOOSE OPTION A OR B:

_____ A) Please issue a receipt for my contribution-in-kind by specifying the amount and to which fund you wish to apply this contribution. If no fund is specified, your contribution-in-kind will be applied to The Promise Fund.

\$ _____ Promise Fund (unrestricted)

\$ _____ Nicholson-Mitchell Christian Ministry Center

\$ _____ Other (please specify) _____

_____ B) Please issue a check in the amount of \$ _____ covering part/all of my expenses.

SIGNATURE

DATE

Southern Wesleyan University
Alumni Association
P.O. Box 1020
Central, South Carolina 29630
www.swu.edu

1-800-CU AT SWU