

OBERLIN

COLLEGE & CONSERVATORY

Oberlin College Board of Trustees

Effective July 1, 2021

Updated June 2, 2021

Advancement & Alumni Affairs Committee Charter

Mission

The Advancement & Alumni Affairs Committee shall review and recommend fundraising programs to augment the resources of the corporation, and review and recommend alumni engagement programs.

The Advancement & Alumni Affairs Committee is authorized to form subcommittees from time to time for the purpose of planning and executing comprehensive fundraising campaigns.

Charter and Bylaws of Oberlin College, Article III, Section 6 (2015)

Responsibilities

- Review, recommend, and monitor Oberlin’s fundraising programs to increase the resources of Oberlin College. The Committee will work with the President and Advancement staff, and make recommendations to the board to ensure that we have the right development plan (annual and longer term), including challenging but achievable goals both in total and by source of funds.
- Review, recommend, and monitor the programs offered by the Alumni Engagement Office, in partnership with the Alumni Leadership Council, that are designed to encourage Oberlin alumni of all generations to become and remain involved in the life of the College and with each other. The Committee will receive regular reports from the Advancement staff on alumni engagement activity, and any future plans that have developed to increase and/or strengthen alumni connections to the College and each other.
- The Committee has a key role to play in working with the President and the Advancement staff to make recommendations to the board regarding any capital or comprehensive fundraising campaigns that may be contemplated, including issues related to:
 - timing and targets;
 - the selection of projects that will attract contributions;
 - budgeted expenses and appropriate staffing;
 - appropriate fundraising technology;
 - establishment of a separate comprehensive campaign committee and “hierarchy” to support the campaign.
- The Committee will discuss, develop, and recommend to the board protocols for trustee engagement in fundraising (stewardship) on behalf of Oberlin College. This could include asking trustees to assist the Advancement office in identifying, cultivating and soliciting donors. Such activities need conducted in a highly-coordinated fashion with the President, the Vice President for Advancement and the Advancement staff.

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- The Committee should play a role in ensuring that the right staffing levels and people are in place to achieve the College's annual and long-term goals for fundraising and alumni engagement. While the actual job of setting the staffing plan and recruiting, rewarding and retaining qualified staff falls on the administration of the College, the committee can be a helpful sounding board and provider of advice and guidance.
- The Committee should make periodic changes to insure the Gift Acceptance Policy's relevance and effectiveness in helping evaluate potential gifts brought before the College, and to help in setting policies for the valuation of long term, deferred and annuity type gifts.
- The Advancement & Alumni Affairs Committee should work with the President and Advancement staff to recommend to the board protocols for the engagement of faculty and alumni in fundraising and other alumni engagement activities.

Senior Staff Liaison(s)

- Michael P. Grzesiak, Vice President for Advancement, mgrzesia@oberlin.edu