

# OBERLIN

COLLEGE & CONSERVATORY

Oberlin College Board of Trustees

Effective July 1, 2019

Updated June 4, 2019

## **Development and Alumni Affairs Committee Charter**

### **Mission**

The Development and Alumni Affairs Committee shall review and recommend fundraising programs to augment the resources of the corporation, and review and recommend alumni development programs.

The Development and 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 Development 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 Office, in partnership with the Alumni Association’s 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 Alumni Relations staff on alumni engagement activity, and any future plans the Oberlin Alumni Association and staff 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 Development 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.

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- The Committee will also focus on achieving two key indicators of success: (a) increasing yearly fundraising totals so that by FY 2015 development will consistently raise at least \$30 million a year; (b) increasing alumni participation so that by FY 2015 Oberlin's alumni participation rate will exceed the median participation rate achieved by our peer institutions as reported by the STAFF cohort in the previous two-year period. To achieve these goals, the Committee should monitor performance quarterly and suggest midcourse corrections as appropriate.
- 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 Development office in identifying, cultivating and soliciting donors. Such activities need conducted in a highly-coordinated fashion with the President, the Vice President of Development and the Development staff.
- 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 DAAC should work with the President and Development and Alumni Affairs 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 Grzesiak, Vice President of Advancement