



**PROPOSED RESOLUTION
TO ENDORSE THE PRESIDENT'S PLAN FOR ALUMNI RELATIONS
AT RUTGERS, THE STATE UNIVERSITY OF NEW JERSEY AND
APPROVE FIVE KEY AREAS FOR IMPROVEMENT**

WHEREAS, on September 15, 2006, Richard L. McCormick, President of Rutgers, The State University of New Jersey, appointed a 26-member Alumni Task Force ("Task Force") and asked former Board of Governors' Chair Gene O'Hara UCN'62 to serve as task force chair and Board of Trustees' Chair Gerald Harvey RC'72 to serve as vice chair; and

WHEREAS, the President charged the Task Force, which included active alumni leaders, representatives of the Rutgers University Foundation, and deans and officers of the University, to develop recommendations on how Rutgers could raise the level of engagement of its alumni in the life of the university and unify both the alumni and the University to advance Rutgers; and

WHEREAS, the Task Force, assisted by the alumni relations consulting firm eAdvancement, conducted a comprehensive survey and audit of Rutgers' alumni; and

WHEREAS, the Task Force has carefully and thoughtfully examined and discussed the findings of these surveys, and on August 28, 2007 issued their report, entitled *The Imperative for Change*, to President McCormick, and called for significant improvements in five critical areas; and

WHEREAS, after careful review of the Task Force report and consideration of the recommendations therein, President McCormick hosted four public forums on the three Rutgers campuses to gather input from alumni and created an online public forum to hear the viewpoints of Rutgers alumni from outside the New Jersey area; and

WHEREAS, based on the recommendations and conclusions of the Task Force and after thoughtful consideration of the feedback from the public forums, the President has developed a plan, entitled *President Richard L. McCormick's Plan for Alumni Relations* ("Plan"); and

WHEREAS, President McCormick proposes that the Rutgers Board of Governors endorse the attached Plan and authorize the University to effect significant improvements in alumni relations in five key areas outlined in the Plan by: (1) developing a stronger partnership between the University and its alumni; (2) forming a new, single, all-encompassing alumni association; (3) establishing a new staff structure for the Department of Alumni Relations; (4) allocating adequate University funding of alumni relations; and (5) fostering increased and more meaningful alumni involvement with the alumni association and the University;

NOW, THEREFORE, BE IT RESOLVED, that upon the recommendation of the Alumni Task Force and President McCormick, and in an effort to improve upon the partnership between the University and its alumni, the Board of Governors of Rutgers, The State University of New Jersey hereby endorses the attached *President Richard L. McCormick's Plan for Alumni Relations* and

authorizes the University to effect significant improvements in alumni relations in five key areas for improvement as set forth in the Plan.

BE IT FURTHER RESOLVED, that the Board of Governors assigns responsibility to its Committee on University Relations and Honorary Degrees to oversee the implementation of the recommendations contained in *President Richard L. McCormick's Plan for Alumni Relations*.

BE IT FINALLY RESOLVED, that, effective immediately, President McCormick and the appropriate members of his senior administrative staff are authorized to take all actions deemed necessary or appropriate to effect the recommendations set forth in *President Richard L. McCormick's Plan for Alumni Relations*.

Attachment: *President McCormick's Plan for Alumni Relations*

Board of Governors
Rutgers, The State University
of New Jersey
December 6, 2007