



### **Maroon & GOLD Council**

*The Maroon & GOLD Council (MGC) is a leadership organization dedicated to fostering and sustaining relationships with graduates of the last decade to keep them engaged and actively involved with the College.*

#### **Mission**

The Mission of the Maroon & GOLD Council is to foster relationships with young alumni that lead to lifetime involvement with the College.

#### **Purpose**

The MGC aims to be a resource for Iona alumni in their first decade after graduation while simultaneously working to strengthen the connection between the Iona student experience and the alumni community. This is achieved by creating a robust, dynamic organization that identifies and addresses the needs of young graduates and provides educational, philanthropic, social and networking opportunities that help meet these needs.

#### **The Council will:**

- Foster a diverse community of young alumni and keep them connected to Iona College as they progress through their professional careers and personal lives.
- Strengthen the post-graduate experience by providing young alumni with resources, social interaction, professional development opportunities and continued service to Iona College's mission.
- Initiate Iona College brand awareness through ambassadorship on social media. Allow for content creation and interactive, attractive engagement on these platforms.
- Encourage prospective students to attend Iona; and create opportunities for engagement with current students for conversation about life after Iona College as well as professional development.
- Act as philanthropic leaders establishing a culture of young alumni philanthropy.
- Expand network for young alumni including targeting various industries and geographic locations across the country.

#### **Structure**

The MGC shall be comprised of 20 members with representation from the ten most recently graduated classes and “meet” 4 times a year. Members serve a **two-year term, with the option to renew for one additional term**. If the member is no longer a GOLD, but has time left in their term, they may still complete their term. The MGC is led by an executive board of active volunteers elected by their peers (see Executive Board)

#### **Member Roles and Responsibilities**

- Support the mission and goals of Iona College and the Office of Alumni Engagement.
- Participate in at least two of three conference calls/meetings throughout year.
- Contribute expertise in the strategic development, marketing and implementation of programming tailored to meet the needs of young alumni. Participate in these special/virtual events throughout the year.
- Assist with the transition from student to alumni by collaborating with campus partners to create opportunities for young alumni to stay connected with current students.
- Serve as ambassadors of the College through professionalism, leadership, promotion of alumni events and programs, and support of the College both through giving and volunteering.

- Help promote positive brand awareness and Iona related news and events by becoming a social media ambassador.
- Help create synergies with existing organizations/campus departments to promote young alumni involvement to assist with student recruitment and retention.
- Advocate for the needs and concerns of young alumni as well as protect the best interests of students.
- Represent the MGC at college-wide events, on social media and in your respective community.
- Engage personal networks of fellow alumni to establish affinities and targeted outreach groups.
- Act as an ambassador and advocate for Iona College in personal and professional settings.
- Optional participation in one of the council's committee working groups.
- Support Iona annually by making a gift of any amount by June 30; encourage peers to make gifts thus promoting a culture of philanthropy among the young alumni.

### **Becoming a Member**

Membership is available to alumni who have received their degree in the last ten years, are 35 years old or younger, and desire to serve Iona through volunteerism and philanthropy. Each spring, applications for membership will be reviewed by the Executive Board, with a keen awareness on recruiting a diverse membership (age, ethnicity, area of study, club/organization affiliations) and decisions on new members made by Board vote. New members will be informed and introduced at first fall meeting.

### **Maroon & Gold Council Executive Board (EB)**

The Maroon & Gold Council is led by an Executive Board (EB) of active, dedicated volunteers. The EB helps set the direction for the Council, oversees the communications amongst the Council, helps organize events and volunteer opportunities, and drives philanthropy efforts for the group.

The EB is comprised of 10 current members of the Council who are voted in by their peers to hold leadership roles. A designated representative from the Office of Alumni Engagement and a member of the Alumni Board of Directors will serve as ex-officio members. The Alumni Board of Directors representative will serve as liaison and report on the activities of each group at meetings.

#### **The EB will:**

- Be comprised of (1) Chair and (1) Vice Chair, (1) Secretary, (##) Acting Members.
- Serve a 2-year term, limited to 2 terms
- Drive the activity of the Council ensuring successful implementation of the mission and purpose of the group.
- Meet 4 times a year, in addition to the 4 regularly scheduled council meetings; or as often as deemed necessary.
- Oversees and has final decision on the nomination of new members for the Council and committees.
- Have oversight of the Council's committee working groups; appoints working group chairs and can recommend changes/additions to working group structure.
- Make decisions based on consensus vote.

### **Executive Board Chair**

The Chair shall preside at all meetings of the Maroon & Gold Council, appoint committees, and perform such other duties as may pertain to the office. The Chair shall have the right to name an Executive Board Member to preside at any meeting of the MGC at which neither the Chair, nor the Vice Chair shall be present.

#### **Roles & Responsibilities**

- Helps set the direction for the Maroon & GOLD Council in order to meet stated goals.
- Oversees direction of the committees and works closely with committee chairs to meet stated goals.
- Provides advice, input and counsel to the Office of Alumni Engagement and other members of the College's leadership team.
- Organizes meeting agendas, and sets meeting schedules for EB and overall MGC.
- Represents to the Council at select College-wide events.

### **Executive Board Vice Chair**

In the absence of the Chair, the Vice Chair shall perform the duties of the Chair. The Vice Chair shall assist with and organize yearly recruitment efforts for Council and committee members. In addition, the Vice Chair will be expected to represent the Association at various meetings, functions and events as requested from time to time.

#### **Roles & Responsibilities**

- Oversees recruitment efforts, with a keen awareness on recruiting a diverse membership (age, ethnicity, area of study, club/organization affiliations.)
- Assists the Chair in the creation and planning of each meeting agenda.
- Collect each committee report prior to Executive Council meetings.
- Represents the President if the President cannot attend a function, event or meeting.

### **Executive Board Secretary**

The Secretary will be the main record keeper for the Council and thus create a historical timeline of the organization's growth and impact.

#### **Roles & Responsibilities**

- Record detailed minutes and the roll for all MGC and EB meetings.
- Oversee MGC and committee membership lists; keep a running list of member "classes" to ensure the successful rotation of members at the end of their specified term.
- Send meeting notices and reminders.
- Ensure the most current contact information for members.

## **Committee Working Groups Descriptions and Membership Roles**

Committee working groups will be established to directly address identified needs/goals of the Council. Each committee consists of a chair (or co-chairs) who is responsible for coordinating committee events and ensuring committee goals are met. While service on a council committee is not mandatory for MGC members, it is highly recommended that each member participate. Committees also are open to non-council members.

Suggested committee working groups are:

- Professional Development
- Homecoming and Reunion Weekend
- Signature Programs

## **Professional Development Committee**

### **Description**

With the goal of keeping GOLD connected to Iona as they progress through their professional careers, the Professional Development Committee aims to be a valuable resource and provide increased career networking and peer to peer mentoring opportunities. Ideal candidates for the Committee are passionate about Iona College and have a desire for mentorship, professional improvement, and growth of Iona College's post-graduate excellence.

### **Committee Roles and Responsibilities**

- Attend committee meetings throughout year
- Help identify the professional needs of the GOLD community and create programming to address these needs
- Assist in the organization and planning of networking and educational events including identification of topics, and potential guest or keynote speakers.
- Help identify and create peer to peer mentoring opportunities or programs with a keen focus on helping newly graduated Gaels transition into the workforce and the alumni community.
- Promote and facilitate GOLD participating in on-campus student clubs as guest speakers
- Assist in identification and recruitment of new Committee members
- Act as an ambassador and advocate for Iona College in personal and professional settings

### **Professional Development Committee Chair**

The Chair will be appointed by the EB and must be a member of the MGC. The person is responsible for coordinating all the activities of the Professional Development committee.

### **Chair Roles and Responsibilities**

- Drive activities of the Professional Development Committee to help meet stated goals.
- Organize and schedule meetings as needed.
- Primary contact for the Office of Alumni Engagement.
- Organize ideas and plans of the committee to create meaningful engagement opportunities and content to address the interests and needs of young alumni in their careers.

## **Homecoming and Reunion Weekend Committee (HRWC)**

### **Description**

With the goal of more broadly engaging Iona's young alumni community in this annual signature event, the Homecoming and Reunion Weekend Committee will provide leadership for creating and implementing targeted opportunities for participation. Ideal candidates for the HRWC are passionate about Iona College and interested in event planning pertaining specifically to Iona's young alumni population.

### **Committee Roles and Responsibilities**

- Attend committee meetings throughout year
- Help formulate ideas and create dynamic, components to the weekend schedule of events that help engage the GOLD population in a meaningful way.
- Create working calendars, marketing plans and budgets; help identify potential sponsors; and establish goals for each targeted component.
- Actively market event via all promotional vehicles including your own alumni networks.
- Attend event and be active in supporting the guest experience.
- Provide suggestions and feedback as needed to the Office of Alumni Engagement.
- Assist in identification and recruitment of new Committee members.
- Act as an ambassador and advocate for Iona College in personal and professional settings.

### **Homecoming and Reunion Weekend Committee Chair**

The Chair will be appointed by the EB and must be a member of the MGC. The person is responsible for coordinating all the activities of the Homecoming and Reunion Weekend committee.

### **Chair Roles and Responsibilities**

- Drive activities of the HRWC to help meet stated goals.
- Organize and schedule meetings as needed.
- Primary contact for the Office of Alumni Engagement
- Organize the ideas of the committee to create a robust, dynamic plan to increase participation of GOLD in the weekend activities.

## **Signature Programs Committee**

### **Description**

With the goal of more broadly engaging Iona's young alumni community, the Signature Programs Committee will provide leadership for creating and implementing annual events (Winter (?) Summer (?) specifically for GOLD, that will become the Council's "signature" events. Ideal candidates for the Signature Programs Committee are passionate about Iona College and interested in fundraising and event planning pertaining specifically to Iona's young alumni population.

### **Committee Roles and Responsibilities**

- Attend committee meetings throughout year.
- Help formulate ideas and create dynamic, robust events that help meet the needs of GOLD.
- Create event calendars, marketing plans and budgets; help identify potential sponsors; and establish goals for each targeted event.
- Actively market events via all promotional vehicles including your own alumni networks.
- Attend events (virtually or in-person, when appropriate), and be active in supporting the guest experience.
- Provide suggestions and feedback as needed to the Office of Alumni Engagement.
- Assist in identification and recruitment of new Committee members.
- Act as an ambassador and advocate for Iona College in personal and professional settings.

**Signature Programs Committee Chair**

The Chair will be appointed by the EB and must be a member of the MGC. The person is responsible for coordinating all the activities of the Signature Programs committee.

**Chair Roles and Responsibilities**

- Drive activities of the Signature Programs Committee to help meet stated goals.
- Organize and schedule quarterly meetings, and other meetings as needed.
- Primary contact for the Office of Alumni Engagement
- Organize ideas and plans of the committee to create robust dynamic events that engage GOLD.