

ALUMNI CLUB LEADERS FORUM

February 19, 2025



PURDUE FOR LIFE
FOUNDATION

Purdue Alumni Clubs Forum

Reminders & Instructions

- **This forum is being recorded to share along with slides and chat content**
- **Participants will be muted**
- **Questions should be submitted using the chat function**



Purdue Alumni Clubs Forum

Agenda

- **University Updates**

- **Purdue for Life Updates**
 - Jillian Henry – Victories & Heroes: Your Campaign for Purdue

- **Alumni Clubs Updates**
 - Introduction from Ilenia Lutz, Senior Director of Alumni Clubs
 - Board Elections
 - Reminders



Purdue Alumni Clubs Forum

University Updates

- **Aaron Bowman appointed as the dean of HHS**

- **Bob Dylan is coming to Elliott Hall of Music**
 - Friday, April 11
 - *Rough and Rowdy Ways* Worldwide Tour
 - Tickets went on sale February 7, <https://convocations.purdue.edu/event/bob-dylan/>

- **Spring football game**
 - Saturday, April 12
 - Open to the public. Free admission. Will air on B1G+



Purdue Alumni Clubs Forum

Purdue for Life Updates

- **Boilermaker Ball**
 - Saturday, March 1 from 5:30-11:00 pm
 - Indianapolis Marriott Downtown
 - *Vive le Mardi Gras!*

- **Save the Date – Purdue Day of Giving**
 - Wednesday, April 30, 2025



JILLIAN HENRY
VICE PRESIDENT OF
ENGAGEMENT

LEADERSHIP UPDATES



PURDUE FOR LIFE
FOUNDATION

2/20/2025

Victories & Heroes: Your Campaign for Purdue

Announced last week at Purdue For Life President's Council Weekend

Every dollar makes a difference.

Every gift—no matter the size—fuels the success of Victories & Heroes and strengthens Purdue. When you show your support for the old gold and black, select “Your Fund for Victories & Heroes” to help grow our endowment. Your investment in Purdue’s future provides lasting support, elevates the university’s reputation, and expands opportunities for generations to come. Join us in building a legacy—one gift at a time.



\$4,000,000,000 goal by 2030



<https://www.purdue.edu/campaign/>

Presidential Tour – Clubs Hosting President Chiang

Visits across the United States – partnering with our clubs

- March 8th: Austin, TX
- March 18th, Atlanta, GA
- March 27th, Washington D.C.
- April 16th, Colorado Springs, CO
- May 19th, Los Angeles / Orange County
- May 30th, Bay Area, CA
- June 12th, Chicago, IL
- June 23rd, Boston, MA
- June 24th, New York, NY
- June 26th, Philadelphia, PA



Alumni Clubs Taskforce Update – February

Two challenges have been identified:

Challenge #1 – PROCESSES: How might we improve processes for club leaders to support them more?

Bob Thorley, Brett Highley, Lauren Tomlinson, Lisa Pluckebaum

- **How might we make the event / e-mail submission system even easier? Creating templates for ease of submission**
- **How might we strengthen communications to alumni while respecting the privacy of alumni data?**
- **How might we have customized generational targeted marketing so the right message hits the right audience?**

Challenge #2 – RESOURCES: How might we provide resources to club leaders to support them more?

Jim Overman, Sara Nash, Deeni Taylor, Julie Tovey, Michelle Crabtree, Rochelle Zou

- **How might we provide resources like job descriptions, board expectations, clearer understanding on recognition program, trainings on e-mail and event form submissions, removing board members, recruiting board members, running elections, creating templates, etc.**
- **How might we create a mentoring model that connects with leaders individually? Themed around club challenges / issues we face**

Alumni Clubs



***WELCOME NEW SENIOR
DIRECTOR OF ALUMNI
CLUBS:***

ILENIA HERRERA LUTZ



**PURDUE FOR LIFE
FOUNDATION**

Ilenia Lutz – Senior Director Alumni Clubs



CORPORATE EXPERIENCE

Accenture | Duck Creek Technologies

- Expertise: Talent Acquisition & HR | Program Development | Change Management | Project Management | Team Building & Engagement | Marketing & Communications | Training | Company Culture, Values & Engagement

LIFELONG BOILERMAKER INVOLVEMENT

- PWN Chicago Chapter Co-Lead (2023-Present)
- PWN Chicago Chapter Executive Committee (2018-2022)
- Office of the Provost I&D Task Force Member (2019)
- International Council of Purdue Women - Founders Circle Member (2018 - evolved into Purdue Women's Network)
- College of Liberal Arts Alumni Board (2013-2019)

PURDUE PROUD: A FAMILY TRADITION

- Three Generations to date (US and in Panama)
- Purdue Sweethearts - Met my husband at Cary Quad (Scott)
- Ian (son) is a Purdue Senior (Dec 2025), majoring in Business & Integrated Engineering



PURDUE & FAMILY
LEGACY:
3-GENERATION
BOILERMAKER
FAMILY WITH
GLOBAL
TIES



COMMITMENT TO
PURDUE'S MISSION
AND VALUES

Dedication to education,
community engagement,
and fostering connections



Ilenia Lutz – Senior Director Alumni Clubs

BUILD FROM PAST SUCCESSES AND PFLF VALUES | ONEPURDUE | SUPPORT THE BOILERMAKER JOURNEY

Amplifying the Boilermaker Spirit of Clubs

Let's create a movement where every Boilermaker feels connected to Purdue's past, present, and future while strengthening Purdue's reputation through local clubs:

- A Culture of Positivity and Pride
- Fostering Connection and Belonging
- Reciprocal Value Perception
- Impact Visibility: Excitement and #FOMO
- Lifelong Connection and Pride

Priorities

- **Listening Loops & Club Visits** – Strengthen feedback channels and increase visits to understand club needs
- **Review & Improve Club Processes** – Streamline operations, governance, and membership strategies
- **Enhanced Resources, Training & Communication** – Provide better tools, training, and support for club leaders
- **Stronger Integration Across Purdue's Ecosystem** – Expand collaboration with PFLF, Purdue departments/colleges, students, and alumni
- **Multi-Generational Engagement & Personalization** – Tailor engagement to different alumni segments and enhance value
- **Student Integration (Pre- & Post-Graduation)** – Strengthen student-alumni connections for lifelong club involvement



Purdue Alumni Club Elections



Timeline and Key Considerations

Requested Election Timeline

- **March/April – Call outs**
- **May – Election Process**
- **June – Leadership Transition**
 - **June 15 – Leadership positions elected and roster submitted**
 - **June 25 – Statement of Integrity signed by all board members**
 - **June 25 – Club Agreement signed by President and Treasurer**

Best Practices

- **Decision if call-out is in-person or virtual events for recruitment**
- **Identify and recruit members with high potential**
- **Leverage newsletters and surveys to gauge interest**
- **Talk with interested parties about what a year on the board looks like and set accurate expectations**
- **Decision if voting is in-person or virtual**

Election Options

- Required: Leadership Elections (President, Treasurer, Secretary)
- Voting Type: Anonymous; Open voting or in-person; Virtual (survey)
- Any constituent member can express interest for a position

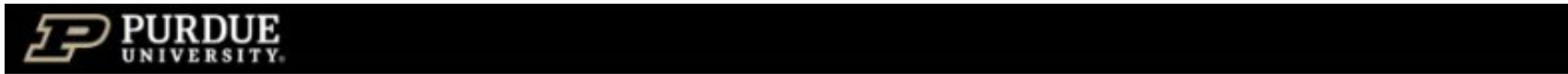
<p style="text-align: center;">General Elections Option #1 All Members Vote</p> <ul style="list-style-type: none"> •Leadership •General board members •Committees <p style="text-align: center;">Who Votes</p> <ul style="list-style-type: none"> •All Constituents in Club Mailing list are invited vote 	<p style="text-align: center;">General Elections Option #2 General board members</p> <p style="text-align: center;">Who Votes</p> <ul style="list-style-type: none"> •All Constituents in Club Mailing list are invited vote 	<p style="text-align: center;">General Elections Option #3</p> <ul style="list-style-type: none"> •All positions are voted in by current Board
	<p style="text-align: center;">1st Board Meeting Board Votes for</p> <ul style="list-style-type: none"> •Leadership •Committees <p style="text-align: center;">Who Votes</p> <ul style="list-style-type: none"> •Elected Board Members 	

Pre-Election Guidelines

- Choose how extensive the election will be
 - Leadership elections are required – President, Treasurer, Secretary
- Officers should be PAA (Purdue Alumni Association) members
- Voting Types – anonymous; open voting or in-person; virtual (survey)
- Any club constituent can express interest for a position
- Suggested voting time be two weeks to maximize the number of responses
- Plan communication effectively
 - One email sent to promote elections
 - A reminder email may be sent if responses are low
 - Leverage the club newsletter and social media as additional touchpoints

Survey Request

- A Qualtrics survey can be created by PFL for the elections
 - Email the request to LeAnne (lewiliams@purdueforlife.org) and CC Alumni Clubs (alumniclubs@purdueforlife.org)
- Include the following
 - Candidate bios (150 word maximum)
 - List of all nominees for Leadership, Board, and Committee roles
 - Closing Date (recommend the voting period be two weeks)



President: Please rank the candidates, 1 being your top choice.
(Drag the candidates up/down to rank them.)

1 Candidate 6
2 Candidate 7

Vice President: Please select Yes or No if you approve Candidate 3 for this role.

Yes
 No

Please answer this question.

Treasurer: Please rank the candidates, 1 being your top choice. (Drag the candidates up/down to rank them.)



Key Dates

- **March and April– Call outs**
 - Complete by April 15, 2025
 - Decision on the type of election for the club

- **May – Election Process**
 - Submit survey request by April 30, 2025
 - Election results submitted to Alumni Clubs Team by May 31, 2025

- **June/July– Leadership Transition**
 - June 15 – Club leadership roster due
 - June 25 – Statement of Integrity submitted by all board members
 - July 15 – Bank statements for the final quarter of FY24/25 due
 - July 25 – Club Agreement signed by President and Treasurer (sent via DocuSign)

Election Best Practices

Shoutouts to these Clubs!

- **Atlanta – Engaging with Alumni**
 - Talking with attendees at events and game watches. Learning about their interests. Board Brunches at someone’s home to plan events for the year and socialize
- **Phoenix – Strategic & Intentional Survey Planning**
 - Thoughtful on elections. Required bios that support their credentials for the role. Timely. Clarity on communications of their vision and needs for a survey. Requested assistance
- **Hendricks County – Convenient Call-Outs**
 - Offered options for people to attend virtual callouts (over the lunch hour and evening). Club leadership provided an overview of needs, roles, responsibilities, time commitment, and annual events the club holds



Reminders



Receiving Club Emails

- **Would you like to receive notifications from more than your “home” club? You can!**
- **Opting in**
 - Email alumniclubs@purdueforlife.org and request the club you would like to receive emails from
- **If you have questions about emails or feel you aren't receiving emails, please reach out to alumniclubs@purdueforlife.org**



Purdue License Plates

■ Indiana

- Purdue plates are available for a \$25 donation. This money goes to the general scholarship fund

■ Other States

- Delaware, Maryland, North Carolina, Pennsylvania, South Carolina, Tennessee, and Texas
- Ohio will be offering plates in 2025
- Not allowed in: Colorado, Florida, Illinois, Michigan, and Wisconsin

■ More information available online

- <https://www.purdueforlife.org/ways-to-give/license-plates/#txlp-popup>



Scholarship Reminders

Upcoming Dates

▪ February

- 15th – Deadline for scholarship committee chair to submit incoming freshmen awardees

▪ March

- 1st – Deadline for current students to submit the scholarship application
- 31st – Deadline for scholarship committee chair to submit current student awardees
- DFA will begin sending out award notifications to incoming freshmen – typically early to mid-March



Reminders

▪ Facebook page

- Search for “Purdue Alumni Club Leaders”
- Click on “Join Group”
- Answer three questions and we will approve admission

▪ Game Watches

- Final regular season email went out today
- B1G Tourney: March 13-16
- Email schedule will be posted when we know Purdue’s playing times



Purdue Alumni Club Leaders

Q & A

▪ In the Chat...

- Please submit questions/comments regarding the board election process
- Share best practices from your club
- Share successful events your club has held
- Ideas for upcoming forums
 - What topics would you like to hear about?



THANK YOU!

- The next forum will be Wednesday, March 19, 2025
- Recordings of past forums are available on the Alumni Club Resource Library website: <https://www.purdueforlife.org/alumni-leaders/clubs/resource-library/>

**IT'S A PRIVILEGE TO BE A
BOILERMAKER**



**PURDUE FOR LIFE
FOUNDATION**