Committee members should look for opportunities to improve the existing Council’s operation and chemistry.

- **Alumni Council Kick Off Celebration**
  - August 25
  - Zoom
  - Use breakout groups to meet, greet and connect - rotate 3 times
  - Recognize 2019-2020 Alumni Council award and superlative recipients (and officer)
  - Trivia?

- **Belk College Day**: on hold until spring or fall 2021

- **Alumni Council Directory**

- **4 Alumni Council meetings**: likely via Zoom
  - Meeting ice breakers (maybe a prize for first chat message/answer/question)
  - breakout group ideas/networking
  - door prizes at the end

- **Find ways to highlight Council member news, accomplishments, etc.**
  - In the past, the highlights have been shared during committee reports at Council meetings – open to this or other ideas!
  - How can Council members submit promotions, job changes, life events, moves, children, etc.

- **Year End Celebration**: April 2021
  - Virtual or In-Person tbd
  - Help select format (and/or venue, menu, gifts, etc.)
  - Coordinate Alumni Council superlative and award voting online

- **Entice, promote, recommend social media engagement strategies for the Council**
Committee members will seek to engage Belk College Alumni (and future alumni) through service in their local community.

- Suggest topic, speaker, format, etc. for a fall program to be presented by the Belk College Alumni Council around social justice.
  - Tagline could include “Building better alumni through social awareness”
  - Possible tie in to Belk Talks Business series and/or Dean’s Leadership Series
    - Note: The Dean’s Leadership Series in September will focus on Diversity & Inclusion (“join the Belk College Alumni Council to take a deeper dive” into the topic)

- Research virtual community service projects (outside of fundraising) through which to engage alumni serving on the Alumni Council as well as in Charlotte, or even nationwide
  - Support for a project can be offered through the Belk College social media platforms as well as email blasts to alumni

- Spearhead a spring Belk College Day of Service project that engages alumni and students through hands-on service on their local community (April or May 2021 – TBD based on in person event restrictions)
  - The Jamil Niner Student Pantry has been a willing, organized partner
  - Alumni seem to like getting to give back on campus
  - Consider implementing several, smaller, targeted Belk College Day of Service projects aimed at engaging specific subsets of alumni (ie MBA Alumni and students, alumni at company, alumni of a student organization like the Business Honors Program)

- Partner with Alumni Council members in other regions to plan a Belk College Day of Service in their respective community (ie NYC, Charleston)

- Plan one-two smaller Belk College Day of Service projects engaging the Alumni Council membership

- Seek to engage both Council members and alumni external to the Council through the service projects
Committee members will champion alumni annual giving to the Belk College as well as promote 100% giving participation by the Alumni Council membership.

- **Spearhead Alumni Council achievement of 100% participation in giving to a fund in the Belk College of Business annually (July 1, 2020-June 30, 2021).**
  - Track Council member participation
  - Promote positive recognition of donors at Council meetings
  - Brainstorm fun ways to promote Council member participation
  - Remind Council members who work for a matching gift company to submit paperwork
  - **Note: recommended fund TBD! More to come**

- **Lead Alumni Council and alumni base support of Belk College fundraising during #NinerNationGives (Moved to spring 2021)**
  - Promote Alumni Council support and participation in #NinerNationGives social media (posting selfies, giving reminders and donor thank you messages)
  - Encourage Alumni Council support of Alumni Council Scholarship fund during NNG
  - Encourage regional Alumni Council members to get involved in NNG as well!

- **Welcome and build relationship with Alumni Council scholarship recipient (take to lunch, introduce/recognize at a meeting)**
  - Invite him/her to speak at a Council meeting
  - Invite him/her to participate in student engagement and/or community service committee conference calls

- **Day of Gratitude: Friday, November 13, 2020**
  - Assist Belk College (especially students) in thanking alumni donors throughout the year, but especially on November 13
  - Promote the opportunity for alumni to submit a video message or photo thanking fellow Business Niners supporters

- **Development Spotlight**
  - Consider inviting a student scholarship recipient to speak for 2-3 minutes or sharing a video or student story supplied by Kinsey during the Development Committee report at each meeting (help keep giving and support top of mind for Council members)
• Share ideas for positive recognition at events, on social media channels, in newsletters, the magazine, etc.

• Help promote giving messages on social media
Industry Engagement Committee

Fall 2021

- **Belk Talks Business**
  - Serve as Alumni Council representatives during the virtual alumni engagement series
  - Committee members may be asked to:
    - Weigh in and share feedback on proposed presentation topics/speakers
    - Serve as hosts of small group break out rooms
    - Help jump start the conversation in the Zoom chat box!
    - Announce door prize winners
    - Promote/share Belk College posts on Belk Talks Business on social media

- **Deans Leadership Series**
  - Promote the virtual series on social media and spread the word to alumni and colleagues in the business community
  - Help position Dean Jennifer Troyer and the Belk College of Business as a thought leader in the Charlotte business community

- **Belk College on the Road**
  - Assist in promoting, proposing and providing feedback on corporate virtual alumni events this fall
    - Reach out to fellow alumni employed at companies on in regionals in which a program is being hosted to ensure they are aware
    - Help identify company or local alumni champions

- **Assist Member Development Committee in identifying/recruiting alumni for Council membership from targeted companies.**

Spring 2021 (depending on CDC guidelines re in-person events)

- **Alumni Coffee Series**
  - Represent Council at alumni coffee + professional development events
    - Greeting, checking in guests on iPads, staffing Alumni Council table, administering onsite alumni surveys, collecting updated contact information, etc.
    - Introducing the guest speaker/presenter
  - March and May 2021 would be the quarterly series dates
• Belk College on the Road 2021 may continue in a virtual and in-person format

• Deans Leadership Series may continue in a virtual and in-person format
Regional Alumni Engagement Committee

Committee members will seek to engage and connect Belk College alumni (and future alumni) who do not live in the Charlotte metropolitan region in Belk College of Business and UNC Charlotte Alumni Association programming.

- Meet as a committee two times in the fall and two times in the spring
- Join or follow the local UNC Charlotte Alumni Network social media group for your region (most likely Facebook)
  - Help build the local group membership if possible
  - Post Belk College alumni programming, news and information in your local group
- Help build regional support for Belk College of Business virtual programming
  - Now everyone can attend through Zoom!
    - Belk Talks Business
    - Deans Leadership Series
    - Belk College on the Road
- Belk College on the Road
  - When/if a virtual alumni event is planned for a target region
  - Serve on the host committee. Host committee members may be invited to:
    - Introduce the Dean
    - Serve as small group breakout room hosts
    - Announce door prize winners
- Regional programming ideas welcome
  - Brainstorm or suggest programming through which to (virtually) connect Belk College and UNC Charlotte alumni in your region
- When social distancing protocols allow in the spring/future:
  - Consider hosting a Belk College Day of Service project for alumni in your region
  - Support UNC Charlotte Alumni Association events/programming in your region
Committee members will represent the Belk College Alumni Council to our future Belk College alumni and serve as a bridge for our newest alumni.

- Students are our future alumni – it is important to build the pipeline and build awareness around the value of the Belk College Alumni Network.

- Belk College Welcome Event (during the week of UNC Charlotte Day of Convocation)
  - Belk College Instagram Live Alumni Panel
    - Thursday, September 10 from 6-7 pm
    - Four Council members invited to serve on the panel to share their experience and tips for life after graduation, their career path, what they wish they had known about classes, etc. with incoming and transfer students
    - 4/4 roles filled

- Business 1101 Class Project
  - Zack Lord, assistant director of professional development in the Niblock Student Center teaches two “Introduction to Business & Professional Development” courses designed to help first year students understand core business concepts and learn which area(s) of business in which they would be interested in pursuing a career.
  - Zack would like to connect each of his 60-70 students with an alumnus/na for an informational interview
  - Zack will guide his students in best practices, suggested questions, professional communication, etc.
  - Alumni are needed to volunteer for a 30 minute or less informational interview with a student via Zoom, Skype, etc.
  - Committee members may fill interview roles and assist in recommending alumni to fill roles
  - Goal: All Council members volunteer for at least one informational interview
  - Kinsey will provide a google form through which alumni can sign up for 1, 2 or more informational interviews with students.

- Business Honors Program Professional Meetings: alumni panelists
  - BHP members are encouraged to grow professionally and begin building their networks through monthly BHP Speaker Meetings.
  - Business professionals are invited to share their story, their career path, and some professional development advice.
BHP will meet virtual via Zoom on Thursday evening from 5:30-6:45pm

Request:
- Three alumni panelists who are entrepreneurs/business owners: 12/3 (3/3 spots filled)
- Three alumni panelists in industries outside of banking: (4/4 spots filled)

Day of Gratitude: Friday, November 13
- Partner with Alumni Council Development Committee to engage students in the Belk College’s first Day of Gratitude celebrating the 50th anniversary of the Belk College’s founding.
- More details to come!

Belk College Commencement
- While plans for an in-person celebration of May 2020 graduates, as well as August/December 2020 graduates are still to be determined, the Belk College embraced a virtual recognition of our May 2020 graduates via two professionally produced videos and a social media campaign.
  - If the celebration of August/December graduates is virtual, the Belk College will welcome the support and assistance of the student engagement committee in:
    - submitting congratulatory photos, video messages, and encouraging fellow alumni to do so – more details to come!
- Committee responsibilities when in-person Commencement Reception is hosted:
  - Represent the Alumni Council to new grads
  - Greet and welcome our newest members of the Belk College Alumni Network
  - Staff new grad gift table
  - Collect new grad email addresses (via iPads)

“Declared Business Major” email
- Approve congratulatory email from Alumni Council chairperson to welcome upperclassmen who officially declare a major in business (promoting the shared values of the Belk College: Integrity, Knowledge and Innovation, Excellence, Diversity and Inclusion, Global Citizenship)

Belk College Alumni Council Scholarship Recipient
- Partner with development committee to welcome and engage student scholarship recipient at Council meetings (if in attendance)
  - Invite scholarship recipient to serve as voice for the student body when strategizing on best way(s) to engage with current students

Women in Business reception/event (Spring 2021)
- Promote and recruit alumni to attend the spring semester Women in Business professional development event with Belk College WIB students

- **Belk College Day of Service** (April/May 2021 - TBD)
  - Partner with Community Service Committee to encourage student participation in service projects/programs