

MISSION

The Mission of the MSU Club of West Michigan is to promote and support Michigan State University in West Michigan.

GOALS

1. To develop a plan for increasing area alumni association membership
 - a. Provide more programs that connect alums in West Michigan
 - (1) Watch parties for football and basketball
 - (2) Friend-raising events
 - (3) Plan for involvement of alumni living in Ottawa, Barry and Allegan counties, in addition to alumni in Kent County.
2. To continue developing new sources of revenue for our philanthropy
 - a. Reach out to more Spartan-owned businesses
 - b. Offer value for advertising dollars.
 - c. Increase awareness of our “brand.”
3. Enhance the club’s positive relationship with MSU
 - a. President Simon
 - b. Athletic Department
 - c. MSU Alumni Association
4. Create a program for maintaining a connection to the MSU Medical School in West Michigan
5. Continue identifying and cultivating leadership within our board.

OBJECTIVES

1. **Communication** – Increase the frequency and diversify the methods of communicating with MSU alumni in West Michigan.
2. **Fundraising** – Support the college’s campaign goals by assisting with the education of alumni about the needs of the college; participating in honoring major donors; and providing leadership by example in the area of giving.
3. **Membership** – Establish board interest and new board members each year; increase the percentage of MSU Club of West Michigan alumni who join the MSUAA by working with the association in developing tangible college-specific benefits.
4. **Programs, Awards and Events** – Assist with the implementation of and attend programs, events and awards in order to strengthen alumni connection with MSU.
5. **Career Services** – Assist the college’s career services staff by providing avenues for mentoring, skill-sharing and networking among MSU alumni; sponsor seminars and programs featuring MSU faculty and alumni.
6. **Volunteering and Outreach** - Increase the number of touch points with West Michigan MSU alumni through outreach, volunteering, programs and events.

EXPECTATIONS *(as stated in bylaws)*

- Attend at least (number) Board meetings per calendar year.
- Members will serve for (number)-year terms of office. A member may serve (number) consecutive (number)-year terms. The term of office begins on date and expires on date of the (number) year.
- Support MSU Alumni Club of West Michigan objectives listed above through active participation and dialogue.
 - i. Specifically, attend or sponsor club sponsored events, including the Steve Smith Charity Classic, MSU Means Business, Young Alumni Networking Events, Watch Parties and networking events throughout the year.



Our Mission: To be the premier alumni club in the nation, promote MSU by being visible and consistently engaging our alumni and community through fundraising, friendraising, and networking activities and events.

Prospective Board Member Information Form

First Name: _____ Last Name: _____

E-Mail Address: _____

Contact Phone Number: _____

Are you an MSU Alumni Association Member? Yes No

Home Address: _____
Street City Zip Code

Employer: _____

Position: _____

MSU Graduation Year(s) (Please indicate undergraduate/graduate): _____

Major(s): _____

Additional MSU Affiliations: _____

If elected to the MSU Club of West Michigan, I would be interested in working on the following committee(s):

- | | |
|---|---|
| <input type="checkbox"/> Steve Smith Charity Golf Classic | <input type="checkbox"/> Outstanding Junior Award |
| <input type="checkbox"/> Young Alums | <input type="checkbox"/> MSU Means Business |
| <input type="checkbox"/> Other _____ | <input type="checkbox"/> Email Blasts |

I would bring the following skills to the MSU Club of West Michigan:

- | | |
|--|--|
| <input type="checkbox"/> Accounting/Finance | <input type="checkbox"/> Legal |
| <input type="checkbox"/> Marketing/PR/Communications | <input type="checkbox"/> Sales/Development |
| <input type="checkbox"/> Event Organization | <input type="checkbox"/> Administrative |
| <input type="checkbox"/> Web Page Development/Management | <input type="checkbox"/> Other _____ |

I have served on the following MSU Club of West Michigan Committees:

If elected to the MSU Club of West Michigan, I would be interested in working on the following committee(s):

- | | |
|---|---|
| <input type="checkbox"/> Steve Smith Charity Golf Classic | <input type="checkbox"/> Outstanding Junior Award |
| <input type="checkbox"/> Young Alums | <input type="checkbox"/> MSU Means Business |
| <input type="checkbox"/> Other _____ | <input type="checkbox"/> Email Blasts |

Please answer the following question, using as much space as necessary:

Why do you want to serve on the board of the MSU Club of West Michigan?

Please return by April 15, 2010 to: Julie Ridenour, Founders Bank & Trust,
5200 Cascade Road SE, Grand Rapids, MI. 49546 or jridenour@foundersbt.com

Signature: _____ Date: _____



Thank you for your interest in joining the MSU Club of West Michigan. All board positions are for three years, with a limit of two consecutive terms. Board members are expected to be active in the oversight, planning, promotion and execution of club activities, programs and campaigns. Additionally board members are expected to attend all club general meetings (approximately 1 per month) and to serve on at least one club committee. All applicants must be paid in full members of the MSU Alumni Association. (You can sign up at www.msualum.com if you are not currently a paid member.)

The Club's bylaws require the slate of prospective board members to be presented at the April Board meeting. The slate will be voted on at the May meeting, and members are expected to assume office on June 1.

For more information about the MSU Club of West Michigan visit www.westmichiganspartans.org