

Purdue Alumni Association Update
March 2021

To: Purdue Alumni Association Members, Volunteers and Friends
Subject: Purdue for Life Update

It is a great time in the history of Purdue. It is a great time to be a Purdue student, alumni, or friend of the university! We are dedicated to supporting an even brighter future for all who desire to be engaged.

As previously reported, a group of leaders from the Purdue Alumni Association (PAA) have been negotiating with the Purdue for Life Foundation (PFLF) and the university regarding the future of alumni relations and the potential for a new model to better engage all alumni in the Purdue family.

The central focus of the team representing the Purdue Alumni Association has been to ensure that we sustain and enhance the 143-year-old mission and tradition of improving the lives and wellbeing of all Purdue Alumni.

We are pleased to report that PAA has now reached terms of agreement for an exciting partnership with the Purdue for Life Foundation to manage operations for the PAA engagement function and to lead us to a future that will leverage resources, will simplify interactions and provide more opportunities for all stakeholders – alumni, the university and the many friends across the world. Effective Apr. 1 the PAA staff will join the new PFLF Foundation that includes management of The John Purdue Club and University Development Office.

The Purdue Alumni Association will continue with core functions while the expectation is that engagement benefits for members will increase in breadth and be more easily accessed to support the wellbeing of our stakeholders. Everyone will be able to maintain direct contact with PAA through our website: www.purduealumni.org but access to engagement activity such as member benefits will now be offered through Purdue Connect at <https://connect.purdue.edu/portal/s/>

Another exciting development is that a joint committee of PAA and PFLF conducted a thorough, yearlong search for a new leader for our engagement function. More than 25 outside candidates expressed interest and went through a rigorous vetting process led by PAA Vice Chair, Ken Sam. Effective Apr. 1, Jillian Henry will assume the role of Vice President of Engagement, Purdue for Life, and will report to CEO Matt Folk who was also part of the selection team.

This is also an opportunity to thank the PAA senior leadership – Jillian Henry, Martin Sickafoose and Tracey Wolpert – along with the entire PAA staff for their patience and commitment to the mission over what has been a challenging several months of the global pandemic. Through their persistent efforts, many new programs and services have been created that will live into the future.

As we enter this exciting new phase of alumni relations with our beloved alma mater, we encourage all friends of Purdue to look for opportunities in Purdue for Life to take advantage of new resources, stay connected and continue lifelong learning. If you are not already registered, please consider visiting the new website, Purdue Connect at <https://connect.purdue.edu/portal/s/>

As always, thanks for your support and loyalty. And “Hail Purdue”!



Dan Dawes
Chairman, Purdue Alumni Association Board of Directors

Q&A:

Q: What is the vision and mission of Purdue for Life?

A:

VISION – Purdue for Life Foundation

The Purdue for Life Foundation is the cornerstone for engagement, development and stewardship at Purdue. It will be a robust and purposeful interdependent community connecting alumni and friends to Purdue, the university with alumni, and alumni with each other.

MISSION – Purdue for Life Foundation

Preamble: The rich history of the Alumni Association since 1878 has been to champion personal, professional, and intellectual success in the lives of all Purdue alumni. The Purdue for Life Foundation will inspire wellbeing in the lives and global communities of ALL Purdue Alumni, Students, and Friends, while advancing Purdue University through deepening the sense of value experienced in continued association with the university.

Q: How will PFLF will carry out PAA’s Alumni Engagement Mission on behalf of PAA.?

A: To enable PFLF to carry out PAA’s Alumni Engagement Mission, PAA will transfer its staff to PFLF to join the staffs of UDO and JPC and will transfer certain assets to PFLF to support its alumni engagement activities. PFLF will be required to support PAA’s members with current or similar membership benefits. In addition, PAA will have an ongoing services agreement with PFLF to provide alumni engagement services.

PAA will also operate the Purdue Alumni Advisory Committee (PAAC) to advise the PFLF engagement operations.

Q: Will there be a stand-alone, independent PAA going forward? What will it look like?

A: Yes, Purdue Alumni Association will exist going forward and will continue its 143+ year tradition of serving alumni. PAA will have a significant number of responsibilities and a great deal of work as an ongoing independent 501(c)(3) non-profit organization in support of PAA’s purpose and mission. Those responsibilities include (but are not limited to):

- Ensuring PFLF continues to carry out PAA’s Alumni Engagement Mission under the terms of our agreements.
- Electing and selecting directors for the PAA Board and PAA Board committees.
- Selecting 3 trustees to the University Board of Trustees in accordance with Indiana law.
- Appointing the PAA representative to the PFLF Board of Managers.

- Appointing the members of the Purdue Alumni Advisory Council.
- Providing oversight of the PAA Investment Account.
- Monitor compliance with all agreements between PAA and PFL.
- Conduct the annual meeting of PAA's.

Q: How will PAA ensure that PFLF continues to carry out PAA's Alumni Engagement Mission?

A: The PAA Board will conduct an annual review of PFLF past year performance and the PFLF new year plan. In addition, there will be several structural/governance provisions in place that will create a close working relationship between PAA and PFLF, including:

- PAA will appoint one member of the 5-member Board of Managers of PFLF. Other members of the Board of Managers will be the University president and 3 members of the University's Board of Trustees, at least one of whom will be selected through the PAA trustee selection process.
- One member of the PFLF Board of Managers, who is a University trustee selected through the PAA selection process, will be appointed to the PAA Board and the PAA Board Executive Committee.
- PAA will appoint the Purdue Alumni Advisory Committee to advise the PFLF operations.
- PFLF will consult with the Chair of the PAA Board when selecting a CEO of PFLF and the PAA Member of the PFLF Board of Managers must be part of the majority vote to appoint the PFLF CEO.
- PAA and PFLF will jointly select the initial individual responsible for leading the staff performing the lead engagement function. All subsequent hiring for the lead engagement position is subject to approval by the PAA Board Executive Committee.

Q: Where will the staff and operations of PFL be located?

A: Along with the UDO personnel, the PFLF engagement staff will remain at Dauch Alumni Center on the south side of campus.