

HARTWICK COLLEGE ALUMNI ASSOCIATION BOARD OF DIRECTORS

Statement of Criteria for Directorship

Adopted by the Board: May 2015

Candidates for Hartwick College Alumni Association Board Directorship should embody the mission and values of Hartwick College and be prepared to demonstrate through thought and action a strong sense of stewardship for current and future generations of Hartwick College Alumni. Directors exercise their responsibilities through the policies and practices of the Board, its Committees, Task Teams and other subgroups. The Board is the representative of the Alumni Body and is responsible for advocating on behalf of the Alumni to the Administration and Trustees of the College and for advocating on behalf of the College to the Alumni Body. It is also responsible for assisting the College with Alumni engagement, communication and networking; fundraising; and fostering a culture of philanthropy and altruism on the part of Alumni. The Board consists of up to thirty-two (32) Directors, all of whom are Alumni and including twenty [20] who are elected by the Alumni Body, four (4) who are appointed by the President of the College, one (1) who is selected by the Board from each newly graduating class, and three (3) who are chosen by the Board of Trustees from among their Alumni members.

The criteria that guide the selection of Directors include those professional and personal attributes of Alumni candidates that balance and enrich the deliberations and activities of the Board, its Committees, Task Teams and other subgroups. Those attributes include but are not limited to the following characteristics:

- The Board seeks Alumni with diversity in gender, ethnicity and age.
- The Board seeks geographic balance, but with particular emphasis on Alumni candidates who reside in areas of high Alumni concentration.
- The Board seeks to continue to include cohorts from each generation or decade of Alumni (based on year of graduation).
- The Board seeks to continue to include one or more Alumni from each newly graduating class.
- The Board seeks to include representatives from key Alumni affinity groups (e.g., nursing and other academic majors, fraternities and sororities, Pine Lake).
- The Board seeks to attract as Director candidates those Alumni whose professional backgrounds may include, but are not limited to:
 - Affinity group marketing and communication;
 - Leadership and general management of multiple functions and disciplines;
 - Information technology and data base management;
 - Philanthropic and fund-raising management;
 - Lobbying and other advocacy functions;
 - Planning and project management;
 - Education, teaching and administration;
 - Visioning and strategic thinking;

Alumni Board Directorship requires a commitment of time, energy, personal resources and a dedication to serving Hartwick College and its Alumni through active participation as a member of the Hartwick College Alumni Association Board of Directors, its Committees, Task Teams and other subgroups. A full description of the responsibilities of Directorship can be found in the companion document, *Statement of Commitment and Responsibilities*. In addition, the Bylaws of the Alumni Association and related governance documents further describe the structure of governance within which the Directors exercise their responsibilities.