

Alabama State University

Policy & Procedure: Presidential Attendance at Alumni and Advancement Events

I. Purpose

This policy governs the request and approval process for the President of Alabama State University's attendance at alumni, donor, and advancement events. It ensures alignment with institutional goals, effective use of the President's time, and a streamlined approach for event vetting and messaging.

II. Scope

Applies to all requests for the President's participation in:

- Alumni gatherings
- Fundraising events
- Donor stewardship activities
- Any external event representing ASU in an alumni or advancement capacity

III. Eligibility Criteria for Presidential Attendance

A. Fundraising and Engagement Thresholds

The President may attend events where:

- **Confirmed or anticipated donations of \$25,000 or more** are associated with the event **OR**
- The event involves a **key donor prospect with a giving capacity of \$50,000 or more**
- The event is critical to **major alumni engagement**, corporate sponsorships, or long-term fundraising goals.

B. Exceptions

Events below these thresholds may be considered if:

- Deemed strategically significant (e.g., large alumni chapters, milestone anniversaries, or national events).
- Recommended by the **Vice President for Institutional Advancement (VPIA)** with a compelling institutional or alumni impact.

IV. Request and Approval Process

A. Request Submission

1. Requests for the President's attendance must be submitted **at least 45 days** prior to the event.
2. Requests must include:
 - Event date, location, description, and audience
 - Expected fundraising goal and donor engagement details
 - Draft agenda, program, and any presentation materials

B. Vetting by Vice President for Institutional Advancement

1. The **VPIA** will review all requests within **10 business days**, assessing:
 - Alignment with ASU's strategic priorities
 - Donor and alumni impact potential
2. The **VPIA** will provide a written recommendation (approve/deny) to the President.

C. Presidential Approval

1. The President will issue a final decision within **5 business days** of receiving the **VPIA's** recommendation.

V. Presentation and Messaging Approval

A. Materials Submission

1. All remarks, presentations, and related materials must be submitted to the **VPIA** for review **at least 14 days** before the event.
2. Materials will be coordinated through University Relations to ensure consistent messaging and alignment with ASU's strategic goals.

B. Approval

1. Final materials must be approved by the **VPIA** no later than **7 days** prior to the event.

VI. Post-Event Reporting and Stewardship

1. The **VPIA** will provide a post-event report, documenting:
 - Outcomes, including any donor commitments
 - Follow-up actions for stewardship, if applicable
2. A summary of the event's impact will be shared with the President within **10 business days**.

VII. Review and Oversight

- This policy is administered by the **Vice President for Institutional Advancement**.
- The **President** has final approval authority on attendance.
- The policy will be reviewed every **three years** or as necessary.

Vice President of Institutional Advancement

Date Jan 9, 2026

