



### **ADVISORY COUNCIL CHARTER**

#### **Rawls College of Business Advisory Council Mission Statement:**

*"The mission of the Advisory Council for the Rawls College of Business is to improve the image and reputation of the college through our professional and financial assistance, resulting in advancing the learning experience of our students and enhancing the quality of teaching and research by our faculty. The results of our efforts should be reflected in the quality of graduates from the college."*

#### **Advisory Council Responsibilities**

Council membership brings with it certain responsibilities. Members are expected to support the College and to be consumers of, and advocates for, the Rawls College of Business and Texas Tech University.

#### **As a member of the Advisory Council, one will be asked to make the following commitments:**

##### **Ambassador**

Advisory Council members are expected to communicate, endorse and advocate the College's interests to external constituencies to raise its profile as a leading business educator, and to raise support and understanding of its goals.

##### **Participation**

Because they will have work experience that is invaluable to the students, members are expected to support the College by participating in various activities including, but not limited to conducting mock interviews, providing internship opportunities to our students, addressing classes and student organizations, attending College events, and hiring our students upon graduation.

##### **Attendance**

Members are required to attend two Advisory Council meetings per year. These meetings will typically be scheduled in the spring and the fall. In addition to the general council meetings, members should actively participate on a committee to support the council's mission. Committee meetings will be held as needed and directed by the assigned committee chair or Advisory Council Chair.

##### **Terms of Service**

Members are appointed to an initial three year term. After successful completion of one's initial term, he/she may be reappointed to an additional three year term if endorsed by the membership committee, executive committee and the Dean. If at any time during a member's term, he/she is found to be grossly negligent in fulfilling the responsibilities of membership, he/she will be asked to resign from the Advisory Council by the Advisory Council Chair.

##### **Financial Obligation**

Each Advisory Council member is required to make a minimum *\*annual contribution* to the Advisory Council. While members may choose to make their annual contribution at any time during the course of the year, those who have not made their contribution by December in a given year will be invoiced accordingly. It is also understood that from time to time members will be expected to play an active role in fundraising — both directly and indirectly. Any expenses incurred as a result of Advisory Council membership shall be the responsibility of the member. At the sole discretion of the Dean and the Executive Committee, the contribution structure may be changed to address the needs of the College.

*\*Note: 11/7/14 - The ACEC voted to increase the annual donation to \$3000 for all returning members; the 2014 new members will only be required to contribute a minimum of \$2000 their first year. Moving forward, we will increase the annual donation for each member by \$500, until all members are contributing a minimum of \$5000 annually. This will allow time for all members to become aware of the financial expectation when they commit to AC service.*

### **Membership**

- I. The Advisory Council membership should not be less than 40 members or more than 60 members, unless otherwise approved by the Executive Committee and the Dean.
- II. Terms for all members of the Advisory Council will be three years with the ability to be reappointed for an additional three year term if the first term is completed in good standing. After successful completion of six years of membership in good standing, members may become an emeritus member and may attend all meetings with no voting or financial obligation. After completing one year of emeritus status, any member may submit an application for an additional three year term. The Dean with the endorsement of the Executive Committee may at any time implement individual exemptions to this policy.
- III. Emeritus status is required after two terms and can only be achieved after successful completion of six years on the Advisory Council where all obligations have been met. Emeritus status can be achieved only with the approval of the Executive Committee and the Dean.
- IV. Honorary membership is achieved only with approval of the Executive Committee and the Dean.
- V. The Dean and the Senior Associate Dean shall be full voting members.
- VI. The President of the Chief Executives' Roundtable will have membership with full voting rights, but with no financial obligation.
- VII. Representatives of the undergraduate (two) and graduate (two) student bodies will also serve as ex-officio members of the Advisory Council, with no financial obligation. These students will be charged with reporting to the Advisory Council on program activities and issues significant to the undergraduate and graduate students. These representatives shall be appointed by the Dean.
- VIII. The membership of the Advisory Council should strive to reflect the diversity of the College, with regard to gender, ethnicity and geography. The Advisory Council should not be limited to Rawls College alumni. Membership should be based on a desire to meet the mission of the Advisory Council by enhancing the learning experience of the student.

### **Attendance**

Members are expected and encouraged to attend all meetings. If, however, a member misses three consecutive council meetings, he/she will be dropped from the Advisory Council. Any exceptions to this policy can only be made by the Dean with the endorsement of the Executive Committee.

### **Financial Obligation**

The membership contribution structure is designed to cover all the expenses of the Advisory Council as well as to provide funds to carry out activities which, in the judgment of the Dean and with the approval of the Executive Committee, will positively impact the College.

**Organization**

- I. Chair – two-year term
- II. Vice-Chair – two-year term – expected to transition to Chair
- III. Treasurer – two-year term
- IV. Executive Committee - Chair, Vice-Chair, Treasurer, immediate past Chair of Advisory Council, Committee Chairs (membership, networking, development, marketing, mentoring)\* Dean, Senior Associate Dean, Senior Development Director, Alumni/PR Director.

*\* Committees may vary and are to be determined by the Executive Committee and the Dean. As needed, the Executive Committee may appoint special committees.*

**Standing Committees**

**Membership**

Identify and nominate potential new Advisory Council members who will represent and support the Mission, Vision and Values of the Rawls College of Business. Submit a list of recommended candidates to the Executive Committee for approval one month prior to the fall Advisory Council meeting.

**Development**

Assist the Dean and development staff in raising the financial resources necessary to implement the key goals identified in the Rawls College of Business development plan.

**Marketing**

Develop marketing strategies that will enhance the image of the Rawls College of Business for generating funds, job recruitment and alumni interaction.

**Mentoring**

Develop opportunities for alumni to work directly with and mentor students.

**Networking**

Facilitate opportunities for Advisory Council members to network, as well as provide networking opportunities, for our students and employer partners.