

**2005 -2006 PROGRESS REPORT:**  
The American University of Paris Greater Washington DC Area  
Alumni Chapter

*January 30, 2007*

The AUP Greater Washington, DC Area Alumni Chapter was established to provide a structure through which the several hundred AUP Alumni who live in the vicinity could support their *alma mater*. The formation of the chapter was initiated through the efforts of alumni volunteers and has taken place in interaction and consultation with the AUP Office of Alumni Affairs.

The challenge of galvanizing the support of AUP alumni is not to be underestimated. They are used to a single event each year, hosted by AUP, and then not much in the way of further communication during the year. What must occur is a changed mindset of alumni from being “entertained by” and “informed about” AUP by AUP itself to their active engagement and support of the university. We are optimistic that such can and will occur, especially in light of the exciting developments with the proposed alliance with New York University (NYU) and of the re-energizing of the Alumni Affairs Office.

What follows is a report of the Chapter activities for the preceding year and the broad outlines of future plans.

### **Overview of Chapter Activities**

After the passage of approximately one year, the American University of Paris Greater Washington DC Area Alumni Chapter (AUP – GWDC Chapter) is still very much in formation. However, it has made progress, achieved some successes, expanded its network and formulated plans for the future. This report is intended to record the experience to date and identify significant next steps.

### **Major Accomplishments**

The AUP – GWDC Chapter grew out of informal conversations held among four alumni who had met at various alumni gatherings in the area. Its intentions, as defined by these four, are to support AUP through fundraising and outreach and to support AUP alumni through networking and events.

*The major accomplishments to date are:*

- Interim Chapter Board established with four officers: Peggy Montgomery, President; Darryl Crompton, Vice President; Rich Nagel, Treasurer; Judith Ogilvie, Secretary. Gretchen Handwerker, AUP Trustee, has a standing invitation to participate as advisor *ex officio*.

- Hosted a luncheon for and consulted with AUP Alumni Affairs Representative about purpose and structure of AUP – GWDC and relationship with AUP.
- Chapter Mission Statement drafted, shared with AUP and adopted.
- Chapter incorporated as a 501 (c ) (3) in Virginia.
- By-laws drafted
- Bank account established
- Board met and communicated regularly, including five “formal” recorded meetings of the Board.
- Three alumni social events planned and hosted:
  - An evening cocktail and lecture featuring AUP Vice President Celeste Schenck.
  - A Bastille Day family picnic
  - A Holiday Party
- Initial area alumni contact list developed and communications with core group initiated.
- Reached out to alumni for participation through committees for communications, membership, fund-raising, and event planning; engaged several additional alumni in planning for the Bastille Day picnic.
- Developed first summer internship for AUP student.
- Held convivial and well attended ongoing series of “AUP Happy Hours” to be held, initially at Les Halles brasserie and restaurant in Washington, DC, and subsequently at other venues in the area, the second Thursday of every month.
- In support of these achievements, leveraged from participating alumni approximately \$700 in in-kind support.
- Collected dues and other proceeds in the amount of \$160 in support of future GWDC activities

### **Future Plans**

A major goal of AUP—GWDC Chapter in the immediate future is to move more strongly into execution, both on the business front and on the program front. We seek to have a track record by the end of 2007, with a better understanding of the interests of various alumni and a broader base of engaged participants in the activities of AUP – GWDC Chapter.

Among the major challenges ahead is the prioritization of activities for the Chapter, consistent with the goals of supporting AUP and of meeting the interests and hopes of the area alumni.

*The major steps we foresee are:*

- Business Execution
  - Review and adopt by-laws.
  - Establish Chapter procedures – e.g., reporting requirements

- Organize standing and, as needed, ad hoc committees within an agreed structure.
  - Identify and elect “permanent” officers and others.
  - Define membership categories and dues structure
  - Build membership.
  - Define Chapter goals importantly including financial targets and membership levels.
  - Define and execute communications plan, including clarification of use of AUP broadcast e-mail facility and master list of alumni.
  - Hold first business meeting of 2007 in January.
  - Meet regularly thereafter so as not to lose momentum.
- Program Execution
    - Develop reasonable program of activities and events consistent with resources available (including human!) and Chapter goals and financial targets.
    - Hold events/activities already identified: Holiday Party and “Second Thursday Happy Hours.”
    - Define and further develop AUP internship program – with a goal of hosting two in 2007.
    - Define and plan High School Outreach initiative to enhance applicants and acceptance of area students at AUP.
    - Plan and execute a fundraising event: Preliminary goal discussed of \$5,000.
    - Communicate with and to the extent helpful coordinate with other AUP alumni chapters in formation in other cities.

## Challenges

Like any fledgling organization, the AUP – GWDC chapter faces the challenges of scarce time and financial resources. Key here is the appropriate selection and prioritization of activities to appeal to a broad segment of alumni.

*In addition to these, meeting the following challenges successfully will be key to the long term viability of the Chapter:*

- Generating interest among alumni with sufficiently varied activities to appeal to different generations.
- Coordinating and communicating effectively with AUP.
- Re-cementing alumni ties with and nurturing their sense of *belonging* to AUP (as opposed to simply remembering a “great experience”) which in turn engenders financial support for AUP.

Submitted by: *Judith Hermanson Ogilvie*