

April 10, 2014

Ladies and Gentlemen,

This Letter of Intent sets forth our understanding of the present intentions of the University of Missouri-St. Louis Alumni Association to move forward with transitions in the UMSL Alumni Association membership model, comprehensive alumni engagement program funding and organizational structure.

The national trend in university alumni associations strategically implementing universal membership, creating inclusive environments and emphasizing comprehensive alumni engagement as a strategic priority has guided the exploration of the UMSL Alumni Association and our university in assessing the value of similar transitions for our future. Based on the advice of the currently appointed Inclusive Membership and Sustaining Funding Model Task Force of the UMSL Alumni Association and the June 2011 Review and Recommendations of the UMSL Alumni Engagement Project, a project sponsored by the University, the following is recommended:

1. The UMSL Alumni Association will transition from the present dues paying model to an inclusive model by June 30, 2015.
  - Present Model - a dues-paying, exclusive membership-based model with approximately 900 annual dues-paying members and 1173 lifetime members out of an alumni base of over 87,000.
  - Future Model - an inclusive membership model that engages all alumni of the University of Missouri-St. Louis.
2. Before this transition can be fully executed, the following initiatives will need to be accomplished by March 31, 2015.
  - The UMSL Alumni Association will develop a plan that maximizes revenue through increased affinity partnerships and sustained endowment income.
  - The University of Missouri-St. Louis will consider the critical importance of increased and sustained alumni engagement and will commit annual and on-going operational financial support (in addition to personnel support) of alumni engagement programming that aligns with the mission of the UMSL Office of Alumni Engagement and Community Relations and UMSL Alumni Association.
  - The UMSL Alumni Association and the University of Missouri-St. Louis will determine the most effective organizational structure for the Association and the University and will formalize the organizational structure through written contract.
  - A strategic and integrated marketing and communication plan will be developed and funded to ensure the positive impact of an inclusive engagement model is maximized and leveraged for all alumni.

If all parties are in agreement with the terms of this letter of intention, please sign in the space provided below by April 30, 2014. Once this letter is signed by all parties, plans for implementing the initiatives outlined above will commence.

Very truly yours,

University of Missouri-St. Louis Alumni Association

By: \_\_\_\_\_

Michael J. Finkes, BS 1973, MS 1978  
President

Date \_\_\_\_\_

4/10/14

University of Missouri-St. Louis

By: \_\_\_\_\_

Martin Leifeld, Vice Chancellor of University Advancement

Date \_\_\_\_\_

4/10/2014