

The BYU Management Society: Looking Ahead After 40 Years of Continuing to Climb

The Early Evolution of an Inspired Idea

- Jointly established with BYU Alumni Association (1977).
- Established as a 'giving' organization to support school (1977).
- Initially governed by the Executive Committee of the National Advisory Council (January, 1981).
- The main thrust of BYU Management Society was not to raise funds, but to provide needed educational guidance to the members and to build a loyalty to BYU (April 3, 1981).
- NAC members, including Ron Malouf, were appointed to oversee the establishment of Management Society chapters in 12 cities (April 3, 1981).
- President Holland warned about the use of the BYU name on international organizations (October 2, 1981).

1982-83 Summary of Discussions of the Role of the BYU Management Society

“The role of the Management Society had never been completely settled. Originally the school perceived it to be a resource of funds. However, requests for money turned membership prospects away. The society’s role then became quasi-social and educational. But a desire persisted that it be a resource for needed funds. The following notes were compiled as a guide to future discussion on this important topic:

1. Suggest that all chapters collect dues for internal use and to help the School of Management defray costs.
2. Provide the chapters with a shopping list of needed School of Management prospects.
3. Recommend that a percentage of the chapter members’ companies affiliate with the School of Management. The affiliate membership is \$2,000.
4. Establish an individual sustaining membership category in the affiliate program for \$500. Donors would be displayed by year in a prominent location. Management Society membership would still be free.
5. Provide programs for local chapters and charge a little extra to return to the School of Management.”

Change is Good: Key FAQs

What? The Formation of a single LLC to serve as a parent entity for all BYU alumni organizations, including the BYU Management Society.

Why? There has been inconsistency in the administration and regulatory compliance of Alumni Association and BYU Management Society chapters that needs to be improved to provide better alumni services and recognize their unique relationship to BYU.

How? Each chapter would be asked to comply with a set of bylaws provided by the LLC. In return, the LLC would agree with BYU to allow chapters to use BYU's name, trademarks, logos, etc. for use in their names and activities.

Who Has Represented You? Members of the BYU Management Society Steering Committee.

Who Will Represent You? A member of the BYU Alumni Board will join the BYU Management Society Steering Committee and a member of the BYU Management Society Steering Committee will join the BYU Alumni Board.

The Recommended Changes Are Effective January 1, 2018

1. The new LLC would: (1) protect BYU from legal liability associated with chapter activities, (2) improve regulatory compliance for tax purposes, and (3) better align all alumni organizations to carry out the mission of BYU and its colleges.
2. Association steering committees, boards and chapters will be asked to adhere to a set of bylaws governing their activities and provide annual financial information for tax return and other filing requirements.
3. These bylaws may include: (1) a purpose statement that the organization's mission is to work on behalf of BYU, the BYU Marriott School of Business or other colleges; (2) guidelines regarding fundraising and the process for awarding scholarships; and (3) encouragement to support BYU students in their education and potential employment.
4. Additionally, Alumni Association staff of BYU will play a greater role in the support of and administrative management of the BYU Management Society.

Anticipated Benefits for Chapters of the BYU Management Society

- **Sponsorships:** BYU Alumni currently has several corporate sponsors who fund major scholarship efforts in return for advertising done by the Association to its members. These sponsorships could be expanded and shared with BYUMS.
- **BYUTV Partnership:** BYU Alumni has an annual contract with BYUTV as a primary advertiser and this contract could be expanded to include BYUMS and bring lower costs for advertising.
- **Full-Time Staff:** BYU Alumni has 10-15 full-time staff that can be used to support events, event planning, and other key functions as needed.
- **Communication:** BYU Alumni regularly communicates with all BYU Alumni, BYU Idaho and BYU Hawaii alumni, and 250,000 friends of BYU. These communication channels could be used by BYUMS.
- **Collaboration:** Additional collaboration in events, fund raising, chapter events, summits, firesides and tailgates.
- **Budgets:** BYU Alumni has access to funds that can be used for the support of BYUMS events and chapter-level activities. Additionally, by centralizing administration, existing resources can be used to lower overhead and costs.

Thanks for all you do and will do as
we continue to climb together with
full purpose of heart and mind