

Amy Christianson Goerwitz

203 Woodley Street West
Northfield, Minnesota 55057
Phone: (507) 645-7015
E-mail: *Amy@Goerwitz.com*

Executive Summary:

Thirteen years experience at three major universities working every major aspect of alumni relations, including conferences and reunions, donor cultivation, alumni chapters and clubs, student alumni groups, alumni schools programs, faculty lectures, and continuing education services. Ran the Chicago-area office for a major public university. Headed up the 3,200+ volunteer Alumni Schools Committees for an Ivy-League school. Expert alumni and development database user with extensive Web deployment experience. Organized; able to develop programs and budgets to meet objectives; comfortable with responsibility. Hard-working and businesslike, but friendly and outgoing.

Experience:

◆ Associate Director of Alumni Affairs (2004)

Currently running Alumni Adventures (the alumni travel program at Carleton); also coordinating the 25th reunion. (This is a half-time job that allows me to spend time with my daughter [adopted in 2001], who is not yet in school.)

◆ College Horizons Coordinator, Carleton College Admissions Office (2004)

Coordinated all on-campus arrangements for a six-day conference designed to teach American Indian high school students how to apply to college. Promoted the conference to national media including the *New York Times* and the *Chronicle of Higher Education*. Arranged for housing, meals, airport transportation, and supplies for 50 students, 40 faculty, and 3 reporters. Designed signage, informational materials, nametags. Made sure everyone and everything was in the right place at the right time. Worked with Carleton's Summer Academic Programs office, President's Office, Custodial Services, Facilities, Sodexo Catering, Media Relations, NTV, Printing and Mailing Services, Security and others.

◆ Assistant/Associate Director, Brown University Alumni Association (1998-2002)

Supervisory Duties: Oversaw alumni schools activities, alumni club operations, presidential introduction tours, and multicultural activities committees (three full-time professional staff; four clerical staff; and part-time student help).

Program and Volunteer Management: Managed a 3,200 person alumni volunteer corps charged with interviewing and helping evaluate prospective Brown students, both inside the US and abroad. Recognized outstanding alumni volunteers. Acted as a liaison between alumni relations and admissions office, serving on various admissions committees and evaluating applications in conjunction with general admissions staff. Wrote and distributed a yearly series of 16 newsletters and information packets for volunteers. Planned, publicized, and ran training seminars.

Information-Systems Skills/Duties: Key end-user consultant for Advance; member of the database conversion committee. Managed major Web deployment project (e-BASC; done

through PCI).

◆ **Associate Director of Alumni Services, Illinois State University (1995-1996)**

Program and Volunteer Management: Produced and administered a three-year plan for new chapter/club development. Revived flagging chapters and clubs in the Chicago area and other cities; trained officers; recruited new alumni volunteers; generally promoted Illinois State University among its alumni and the public at large. Coordinated event registrations. Worked with chapter/club treasurers to pay all bills and stay within budget. Worked with volunteers to produce all chapter/club promotional mailings.

Managerial Duties: Handled all major decisions in the running of ISU's Chicago office. Encouraged university faculty and staff to utilize the office, and coordinated that use. Negotiated with vendors for reduced phone rates, copier expenses, office car, plant rental, etc. Converted office from Macintosh to PC computers. Handled inquiries about ISU. Managed office budget. Kept the office running efficiently. **Supervisory Duties:** Oversaw Chicago office personnel, including evaluations, training, grievances, vacations, and sick leave.

◆ **Associate Director, University of Chicago Alumni Association (1987-1995)**

Program and Volunteer Management: Administered eighteen alumni clubs in the United States. Coordinated faculty events in club cities. Traveled frequently to club cities to host faculty lectures and cultivate alumni volunteers. Revived flagging clubs. Trained officers. Developed strong local volunteer organizations. For reunion program, identified and recruited class reunion chairs, built committees, and worked with those committees to promote class events at reunions.

Event Planning: Planned a full calendar year of campus events, including the yearly Alumni Reunion (as well as the Centennial Reunion), homecoming, convocation receptions, and a full cycle of conferences, receptions, and other programs for students.

Donor Cultivation: Coordinated donor cultivation events in conjunction with faculty visits to alumni clubs. Promoted Development Office reunion fund-raising efforts.

Administration: Worked closely with staff from the Alumni Association and many other University offices. Negotiated with vendors and suppliers. Helped develop and monitor budgets for programs; coordinated payments with the Comptroller's Office.

Communications Skills: Wrote and edited material promoting club events. Wrote, and often laid out, reunion mailing materials, brochure and advertisement copy, invitations, reunion information books, and other material.

Information Systems: Substantial computer experience, both on the University of Chicago's mainframe using the alumni database, and on various microcomputer-based systems. Key database user consultant.

Education:

University of Chicago, Bachelor of Arts (Economics)

Professional Organizations:

Council for the Advancement and Support of Education (CASE), 1987-2002

National Association of College Admission Counselors, 1998-2002

Chicagoland Chamber of Commerce, 1995-1996