



BYLAWS
THE COTSAKOS COLLEGE OF BUSINESS
ADVISORY AND ADVANCEMENT COUNCIL
Updated April 17, 2025

Purpose:

The Cotsakos College of Business Advisory and Advancement Council (AAC) plays a vital role in the life of the College and William Paterson University. Members, who are appointed by the dean, help advance the College's mission and strengthen the College's competitive position among public institutions of higher education in New Jersey and beyond. Advisory and Advancement Council members demonstrate their commitment by investing generously of their time, talent and treasure to help the College develop strategies and activities that provide a firm economic base for the future of the Cotsakos College of Business and William Paterson University.

Membership Criteria and Expectations:

Members of the Cotsakos College of Business Advisory and Advancement Council will:

1. provide active leadership through their professional excellence, demonstration of the University's values in their personal and professional lives, and record of distinguished service to the University and the world at-large;
2. provide valuable advice to the dean of the Cotsakos College of Business, and other University leaders to advance the College's mission and help the College achieve its strategic goals;
3. invest time and energy assisting the Cotsakos College of Business with specific projects and initiatives;
4. serve as ambassadors and advocates of the Cotsakos College of Business and William Paterson University to key individuals and constituencies;
5. demonstrate a record of generous personal financial support:

[a]to the Cotsakos College of Business with a minimum annual gift of \$1,000 to one of the CCOB Dean's funding priorities, (for 2020-2021 these are COIN scholarships, Student Emergency Fund, and funding to support paid internship opportunities) and/or other fundraising programs such as scholarships, annual or endowed.

[b] of no predetermined amount to the Foundation's annual Legacy Gala or Golf Outing to further demonstrate leadership and ambassadorship;

6. consider additional financial support of the University through estate gifts and other gifts in support of strategic initiatives as they are identified, and
7. serve on one or more AAC working committees established by the chairperson of the Advisory and Advancement Council.

¹ Between July 1 and June 30 (WP's fiscal year)

Functioning of the Advisory and Advancement Council:

1. Members will be invited to attend at least two Council meetings each fiscal year to meet with the dean, select faculty of the Cotsakos College of Business, and select University leaders to focus on opportunities or challenges of strategic importance to the College and University. Meetings will be held on campus, when appropriate, via Zoom, or by conference call. Members are asked to attend in person, via Zoom, or by conference call. Attendance at a minimum of one of the two annual meetings is requested. When members are unable to meet this request a change in membership should be discussed with the dean.
 - The selected topics will be shared with Council members and relevant materials mailed in advance of the meetings, so that members can be informed and prepared to offer their best advice.
2. **The CCOB-AAC has established four committees – Advancement, Education, Executive, Nominating – to facilitate its work to advance the College's mission and strategic goals.**
3. The Chair of the Advisory and Advancement Council, and the Chairs of the working committees of the Council will meet with the Dean to advance the goals and objectives of the Council.
4. In addition to advising the Cotsakos College of Business, Council members may be asked to :
 - Assist in recruiting students to the University
 - Serve as mentors to current Cotsakos College of Business students
 - Assist in the hiring and placement of Cotsakos College of Business students
 - Serve on search, accreditation, and other university committees; and
 - Engage Cotsakos College of Business constituents in the life of the University, through reviewing lists of alumni to identify and help approach major gift prospects and foundations and corporations having the potential to support the University;
5. Members are appointed for three-year renewable terms. Tracking commenced in September 2020.
6. Advisory Council members will be invited to College and University events on campus, locally, and in their region, including pre-event VIP receptions, concerts and lectures, and other high-profile gatherings and celebrations.
7. The Dean of the Cotsakos College and the Vice President of Advancement will serve as the Advisory and Advancement Council's formal liaison to the University President. The Vice President of Advancement's office and staff will ensure regular communication and respond to Council members' needs and requests.



Originally approved 9/11/2014

Updated 2/25/2021

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SEE ADDENDUM ATTACHED

BYLAWS ADDENDUM

Cotsakos College of Business Advisory & Advancement Council (AAC) Expectations for Chair, Vice Chair, Advancement sub-Committee Chair, and Past Chair - Council

Approved April 17, 2025

Chair (AAC):

- Appointed by the Dean, serves for one, one-year term, with a maximum service of two consecutive terms.
- He/she provides the leadership required to organize and conduct the efforts of the AAC by assisting Dean in preparing agendas for all Council meetings and presiding over the quarterly AAC meetings.
- He/she facilitates goals setting for the AAC and its committees.
- He/she serves as the chair of the Nomination Committee to identify and review potential new council members.
- He/she acts as a sounding board for the Dean on strategic initiatives.
- He/she facilitates the active participation and engagement of council members at meetings and in the work of the Council.
- He/she may be called upon to participate in ad hoc meetings with the Dean.
- If during the chair's term a new dean is appointed by the University, the new dean reserves the ability to reconsider the chair appointment.

Vice Chair (AAC):

- Appointed by the Dean, serves one, one-year term, with a maximum service of two consecutive terms.
- He/she supports the chairperson and performs the duties of the Chair in their absence.
- He/she succeeds the chair following their term.
- He/she oversees the formation and progress of all committees and sub-committees established through the Council's by-laws.
- He/she assists the chair in identifying and reviewing potential new council members.
- If during the vice-chair's term, a new dean is appointed by the University, the new dean reserves the ability to reconsider the vice-chair appointment.

Advancement Committee – Chair

- Appointed by the Dean, serves one, one-year term, with a maximum service of two consecutive terms.
- He/she spearheads the fundraising campaign and initiatives of the Council in collaboration with the AVP of Institutional Advancement.
- He/she assists the Dean and Institutional Advancement in cultivating relationships with potential donors.
- He/she assists the Dean with advocacy for resources and support for the College.

Past Chair (AAC)

During the academic year immediately after demitting office as chair of the council, the past chair is responsible for:

- attending meetings
- supporting the current chair and vice chair as needed, and
- serving on the Council's Executive Committee.