



**Goal: The Alumni Association will build a culture of pride and engagement by ensuring that alumni stay informed, get involved and give back.**

**STRATEGIC AREA I: Stay Informed**

- A. In partnership with the Foundation and the College, jointly build an Alumni Center
- B. Strengthen Alumni Association's internal relationship with schools, departments and senior administration
- C. Be the trusted source for alumni information through enhanced communication
- D. Build a greater affinity for the Alumni Association
- E. Preserve and promote the College's traditions
- F. Implement the Alumni Attitude Study (Alumni Survey) every two to three years to gain a better understanding of our alumni's attitudes, expectations and satisfaction with the College
- G. Obtain and update information on alumni

**STRATEGIC AREA II: Get Involved**

- A. Expand events and programs to increase alumni participation, volunteerism and advocacy
- B. Enhance and promote alumni benefits and merchandise
- C. Create programs to engage students and alumni
- D. Provide networking opportunities and promote the College's mission via alumni chapters and alumni interest groups
- E. Increase alumni stewardship
- F. Develop a sustainable plan to measure and celebrate alumni engagement
- G. Promote programming for children of alumni

**STRATEGIC AREA III: Give Back**

- A. Encourage alumni to give to Alumni Association's top three priorities
- B. Increase alumni giving
- C. Identify and cultivate alumni prospects
- D. Participate in the Comprehensive Campaign
- E. Promote and support Annual Giving programs and events