Alumni Association Three Year Strategic Plan (2015-2018) External

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