



ALUMNI ASSOCIATION STRATEGIC PLAN – FY 2017-2019

Mission: Foster lifelong relationships and advance the University, its alumni, future alumni and friends.

Vision: Connect. Communicate. Engage. Support.

FOCUS AREA	GOALS	OBJECTIVES
ALUMNI	1. Develop and enhance the connections with and among Alumni.	1.1. Maintain and improve robust communication through personal relationships, printed and social media. 1.2. Plan social and informational events designed around Alumni interests. 1.3. Continue to provide opportunities for Alumni to connect with each other. 1.4. Strive to find meaningful ways to connect board members with Alumni. 1.5. Continue recognition of Alumni through various awards programs and various media. 1.6. Develop an international network for alumni support and admission.
STUDENTS	2. Increase student awareness of the Alumni Association, its purpose, activities and services.	2.1. Partner with student organizations to create opportunities for Alumni to meet and network with students. 2.2. Take an active role in student programs and activities that will build SMSU Alumni brand awareness and recent graduate programs. 2.3. Develop and implement Mustang Mentorship Program. 2.4. Support the admission and recruiting programs to encourage prospective students to attend SMSU.
COMMUNITY	3. Strengthen partnerships with the larger University community and increase community participation in University-sponsored events.	3.1. Connect board members with Alumni to engage the larger University community. 3.2. Play an active role in the 50 th anniversary celebration during the 2017-2018 academic year. 3.3. Assist with the cultivation of company leaders to increase company and individual support, partnerships and donations.
GIVING	4. Promote Alumni giving to various fund-raising activities. 5. Assist in promoting giving from the larger University community.	4.1. Help develop and assist in fundraising campaigns, including the annual fund and special fundraising activities. 4.2. Strive for 100% board member participation in annual fund. 5.1. Play an active role in early cultivation and engagement of major gift prospects.
INVOLVEMENT	6. Increase involvement of Alumni in attending University events and supporting the University.	6.1. Develop and maintain Alumni affinity programs to promote ongoing connections with SMSU. 6.2. Strengthen and enhance the various methods for Alumni to connect with each other. 6.3. Develop and enhance SMSU memorabilia and collectibles offerings to build affinity to SMSU.
STAYING CONNECTED	7. Develop and enhance the connections among Alumni, board members, students, the community and friends.	7.1. Continue to expand the Alumni Association's social media presence. 7.2. Share the stories of our Alumni. 7.3. Recruit potential Alumni board members with pride and passion for the campus and Alumni community. 7.4. Strive for diversity among Alumni board members in terms of age, geography, affinity, gender and ethnicity.