

Alumni Relations FY13 Initiatives & Goals:

Ongoing Efforts:

- Attract world class staff
- Professional Development Plan
- Maintain data and directory health
- Update policies and procedures
- Web and social media maintenance
- Assist in improved visibility of the Alumni Board of Governors
- Ongoing Budget review

Initiative	Goal/Priority Area	How Success Will Be Measured	Date Due
Update resource and staffing model, supported by strong benchmarking, so it is in line with the current alumni needs of the university	Develop Resource and Operations Plan <u>strengthen operational foundation</u>	<ul style="list-style-type: none"> • Confirm future state resource model to accurately reflect the needs of a strong alumni function • Confirm justifications for new FTE positions to fill future state resource model (Regional, Career Services) • Confirm Graduate Assistant needs and job descriptions to support key functions (Athletics, Corporate Chapters, Young Alumni) • Success quarterly summits to engage university community and gain ongoing feedback 	10/31/12
Confirm fiscal budget so that it is a contemporary model to support current needs	Develop Resource and Operations Plan <u>strengthen operational foundation</u>	<ul style="list-style-type: none"> • Full integration of budget and strategy with university plan and initiatives (alumni voice is accounted for) • Develop dashboard for alumni relations to track and report progress 	12/31/12
Attract world class staff so that the best and brightest want to and will work in alumni relations	Develop Resource and Operations Plan <u>strengthen operational foundation</u>	<ul style="list-style-type: none"> • Present Future State Resource model • Job Descriptions Updated and Recruiting Plan confirmed - Timeline with HR confirmed • Search Committees formed • On boarding Plans for New Hires confirmed • Training and Development plans confirmed 	12/31/12
Accurately Staff Marketing roles in Alumni	Improve and Increase	<ul style="list-style-type: none"> • Job Descriptions Updated and Recruiting Plan 	12/31/12

Relations	marketing and outreach to alumni	confirmed - Timeline with HR confirmed <ul style="list-style-type: none"> • Search Committees formed 	
Build integrated community plan with schools, colleges and campus partners to better communicate with alumni	Improve and Increase marketing and outreach to alumni	<ul style="list-style-type: none"> • Re- Launch synergized, consistent communication and editorial calendar that supports building traditions and drive accuracy in communication cadence • Re-launch marketing and communication plan to better tell alumni story with well defined goals 	3/31/12
Build and strengthen alumni brand, base and network (in partnership with Marcom, schools & colleges)	Improve and Increase marketing and outreach to alumni	<ul style="list-style-type: none"> • Establish strong partnership New Marcom VP • Confirm Marcom engagement and schedule • Use of SU Magazine as asset to keep alumni connected • Re-launch update to web presence so that it is contemporary and interactive ** • Phase 1 update to all marketing collateral (Print & Web) • Improved alumni presence in bookstore • Launch Phase 2 of Alumni Online Directory 	10/31/12
Strategic and effective social media plans to engage all alumni, with a target to young alumni	Improve and Increase marketing and outreach to alumni	<ul style="list-style-type: none"> • Increase base through social media (Facebook, Twitter, Linked In) • Set ramp goals for the year with partnership from Marcom Social Media Director 	3/31/12
Update approach to signature events (Alumni Awards, Homecoming, Reunions) **	<p>Improve and Increase marketing and outreach to alumni</p> <p>Establish great benefits and services for Alumni Association</p>	<ul style="list-style-type: none"> • 1 year to 3 year plans for signature events to start to integrate new approach while building on tradition Lecture series featuring Faculty ** <ul style="list-style-type: none"> • Re-Institution of the Downtown Breakfasts • Alumni Awards Dinner • Homecoming Pilot (Scheduled for Feb 2, 2013) • Reunions • Lectures featuring Faculty • SU nights on the town (Sounders, 5th Ave) • 1 year to 3 year plans for regional (local) and regional (national) engagements ** 	9/30/12

		<ul style="list-style-type: none"> • Well attend and loved Alumni event nights (Ex: Sounders Nights, SU nights at the 5th Ave) • Increased Attendance at all events • Increased satisfaction for all events • Increase in alumni volunteers 	
Development of a Lifetime Relationship	Establish great <u>benefits and services</u> for Alumni Association	<ul style="list-style-type: none"> • Implement Student Send Offs ** • Improve Presence at Accepted Student receptions • Orientation Program with Alumni • Move In/Welcome Week Programs • Senior Week & Commencement Programs • Lecture series featuring Faculty ** 	6/30/13
Move plan forward for career services for alumni and students	Establish great <u>benefits and services</u> for Alumni Association	<ul style="list-style-type: none"> • Active alumni career networking program that will engage alumni and students (career networking actions with students for each year) • “Think SU First” campaign to launch the “Hire a Redhawk” program to drive active and effective internship and mentorship Programs • Vibrant Cross University Etiquette Dinner - in partnership with Albers and Career Services • Online Webinars with relevant content to engage and help alumni network ** • Alumni Winter Workshops (2) • Professional Chapters launched with Top 3 employers ** • Active alumni participation in Career Expo (alumni as employers and job seekers) 	12/31/12 9/30/12 2/27/13 3/31/13 1/31/13 TBD 3/31/13
Continued, growing support of Division I reflected in season ticket sales and pre-game event attendance.	Establish great <u>benefits and services</u> for Alumni Association	<ul style="list-style-type: none"> • Confirmed Hosts/partners for watching parties in Seattle area for away games • Great and improved Pre Games Rallies and Tail Gate parties to build spirit and pride in SU and drive connections with alumni and students. • Increased attendance at all pre-game rallies • Increased Ticket Sales 	9/30/12 9/30/12

		<ul style="list-style-type: none"> • Increase in alumni volunteers • Improved online shopping for alumni gear 	
Well Supported Mission & Spirituality Programs (Partnership with Magis)	Establish great <u>benefits and services</u> for Alumni Association	<ul style="list-style-type: none"> • Increased visibility and attendance at the Alumni Day of Service • Improved SUYI Engagement • Success and well attended Advent Mass & Reception • Increase in alumni volunteers • Increased Attendance at all events • Increased satisfaction for all events 	<p>4/27/13</p> <p>6/30/13</p> <p>12/31/12</p> <p>Ongoing</p>
Leadership in helping focus alumni relations in Puget Sound region	<p>Improve effectiveness of Alumni Association</p> <p><u>Engagement</u></p> <p>Establish great <u>benefits and services</u> for Alumni Association</p>	<ul style="list-style-type: none"> • High functioning, highly visible Board of Governors • 100% giving rate from the Board of Governors • Board of Governors seen as ambassadors of the university • Implement programs to raise visibility of SU and raise funds for scholarships (Ex: SU License Plate) • Define regional and affinity chapters program • University looks to and uses the Alumni Board of Governors as a key constituent in decision making • Successful and active young alumni association (social events and career networking) • Thriving and active Student Alumni Ambassador program (top student leadership program to join on campus) 	<p>Ongoing</p> <p>6/30/13</p> <p>6/30/13</p> <p>12/31/12</p> <p>6/30/13</p> <p>12/31/12</p> <p>12/31/12</p>

** Plans are dependent on resource model and future investments