# Alumni Relations FY14 Strategic Plan

**Vision:** Be a world class alumni relations office and presence

**Mission:** Seattle University Alumni Relations fosters a common bond of pride, affinity and connectivity among all alumni of Seattle University through world class engagement opportunities, communications and programs that serve the needs of our alumni.

**Values: Trust, Excellence, Service, Accountability, Passion, Celebrating Success**

**Values Statement –** As a team, and as individuals, we value Trust, Excellence, Service, Accountability, Passion and Celebrating Success. We are committed to our alumni and our university partners and have a passion for improving the alumni experience. We hold ourselves accountable to our alumni and our partners by honoring our commitments, providing results, and striving for the highest quality.

## Goals & Objectives:

| Objective/Outcome | Goal/Priority Area | How Success Will Be Measured | Date Due | Owner |
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| **Goal 1:**<br>Develop Resource and Operations Plan to **strengthen operational foundation** | **Team Development & Health:**<br>- Confident, high-performing team<br>Cross University Collaboration<br>Volunteer Development<br>Audience Development | • Continue to build future state resource model<br>• Use of data to build pipeline of volunteers<br>• Improved visibility & satisfaction across campus<br>• Defined Alumni positioning and messaging<br>• Improve audience development | Ongoing | Susan |
| | Define **Data & Systems** to support operational foundation<br>- Development of engagement measures | • Confirmed baseline measures for attendance, volunteering, giving<br>  ○ Increase in alumni volunteers<br>  ○ Increased Attendance at all events<br>  ○ Increased satisfaction for all events<br>• Upgrade tools (email, survey, project management, event registration)<br>• Improve processes for how data is collected, stored and used<br>• Shared goals with Advancement Services | Sept<br><br><br><br>June<br><br>Dec<br>Dec | Susan<br><br><br><br>Corinne |

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| | **Strategic Planning & Budget**<br>- Life cycle planning<br>- Services, events, activities by segment<br>- Contemporary YoY Budget | • Full integration of budget and strategy with university plan and initiatives<br>• Develop dashboard for alumni relations to track and report progress<br>• Build case for budget improvements YoY | June<br><br>Dec<br><br>Dec | Susan |
| **Goal 2:**<br>Improve and Increase marketing and **<u>outreach</u>** to alumni | Integrated Marketing Planning | • Marketing plan developed<br>• Strong event and program participation<br>• Editorial calendar developed | Complete | Corinne |
| | Increase understanding of alumni audience (research and assessment) | • Detailed and publicized research plan<br>• Quantitative and qualitative survey<br>• Ongoing alumni surveys | Jan<br>Jan<br>YoY | |
| | Increase quality and effectiveness of core tools (website, email, social media) | • Updated, re-architected website<br>• Increased and enhanced social media presence<br>• Social media and email editorial calendar<br>• Clearly defined email strategy and guidelines | Ongoing<br>Complete<br>Complete<br>Dec | |
| | Implement new university brand within AR. | • AR visual presentation<br>• AR message platform<br>• Update all collateral | Dec<br>Dec<br>Dec | |
| | Increase accuracy and completeness of our data (directory and database) | • RE business rules training<br>• Opt-out directory<br>• Affinity data from Student Development | Dec<br>TBD<br>Jan | |
| | Streamline and target alumni communications from all sources across the university (email communications) | • Confirm tools needed to deliver quality communications<br>• Clear editorial calendar in use<br>• Quarterly alumni communications reviews with university partners | Complete<br><br>Complete<br>Jan | |
| | Implement measurement and testing | • Develop engagement measure<br>• AR marketing dashboard<br>• SU Voice email testing | Jan<br>Jan<br>Complete | |
| **Goal 3:**<br>Establish great **<u>programming, benefits & services</u>** for Alumni | **Define 1 - 3 year outlook for on campus and Seattle based events** | • Defined event standards and checklists<br>• Confirmed calendar of events<br>• Confirmation of events tools | Complete<br>Complete<br>Complete | Mary<br>Ellen |

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| | | • Defined event marketing plans for programs | Complete | Corinne |
| **Development of a Lifetime Relationship** | **Define 3 year strategic engagement plan** with points at each life cycle stage to drive the alumni message and experience (includes programming and benefits)<br><br>Partner with Student Development, Admissions and Annual Giving | • Increased alumni and student engagement<br>• Define strategic engagements for 1-4 year student experience:<br>○ Welcome Week<br>○ Alumni & Family Weekend<br>○ Homecoming<br>○ Senior Month (Senior Toast & Reunions)<br>○ Commencement Weekend<br>○ Accepted Student Open House/Receptions<br>○ Summer Orientation Program with Alumni<br>○ Student Send-off Program (3 regions)<br>• Life Cycle for Young/Recent, Experienced, Senior Alumni:<br>○ Social Networking<br>○ Career Networking<br>○ Online Resources<br>○ Transition Programs<br>○ Reunion Programs | Ongoing<br>Complete | Susan |
| **Define and create a successful Reunion Program** | **Define and create successful Reunion Program** | • Plan defined for successful reunions<br>• Reunion tools developed & implemented<br>• Plans/Baselines for:<br>○ Improving Attendance<br>○ Increasing Satisfaction<br>• Implement Feedback Mechanisms/tools to drive improvements | Complete<br>Complete<br>Complete | Mary<br>Ellen |
| **Career Networking for Alumni** | **Provide Career Networking to better engage and serve alumni**<br>• Improve number of alumni Mentorships<br>• Improve number of alumni who provide Internships for students | • Launch "SU Advantage" program<br>• Improve participation of alumni in internship and mentorship programs<br>• Improve alumni participation in Career Expo<br>• Vibrant Cross University Etiquette Dinner<br>• Online Webinar programs with relevant content to engage and help alumni network | Complete<br>June<br><br>April<br>January<br>January<br>Complete | Corinne<br><br><br>Mary<br>Ellen<br><br>Corinne |

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| | Develop career networking programs that will engage alumni:<br>• Young Alumni Development<br>• Networking Programs<br>• Partnership Opportunities | • In -Person Alumni Seminars & Workshops (3)<br>• Professional Chapters launched with Top 3-5 employers<br>• Professional Networking events to improve alumni connection and engagement (3) | Complete<br><br>June<br><br>11/19, 2/25, 5/8 | Mary<br>Ellen<br>Harmony |
| **Regional Engagement** | **Define chapters program to build alumni networks**<br>• Corporate/Professional<br>• Regional<br>• Affinity | • Establish chapter standards and process<br>• Implement Student Send Offs<br>• Develop and prioritize new chapters<br>• Assessment and Improvement of current chapters<br>• Improve regional and professional network<br>• Increase in alumni volunteers | Dec<br>June<br>Dec<br>Ongoing<br><br>June<br>June | Harmony |
| **Vibrant Recent/Young Alumni Network** | **Build a vibrant recent/young Alumni network** utilizing:<br>• Career Development<br>• Networking<br>• Social | • Launch Young Alumni Chapter (Seattle U Bridge)<br>• Develop metrics for successful/active young alumni chapter<br>• Define slate of events to improve engagement<br>• Define young alumni and SAA partnership | Complete<br>Dec<br><br>Dec<br>Ongoing | Harmony |
| Athletics | Build alumni community through fun and exciting Athletics programs | • Strategic implementation of Pre Games Rallies to build spirit and pride in SU<br>  ○ 5 school based rallies in Key Arena<br>  ○ 3-5 networking receptions<br>  ○ 1-2 women's game with strategic themes<br>• Drive connections with alumni and students to SU community<br>• Increase in alumni volunteers | Complete<br><br><br><br><br>Ongoing<br><br>Ongoing | Mary<br>Ellen<br><br><br><br><br>Harmony |
| Alumni Fundamentals | Review and Update Alumni Benefits (Part of research plan) | • Investigate Alumni Travel (service, regional)<br>• Improve Revenue Generation Opportunities | Dec | Susan/<br>Corinne |
| Partnership with Magis | Well Supported Mission & Spirituality Programs | • Increased visibility and attendance at Alumni Day of Service<br>• Success and well attended Advent Mass<br>• Reflection workshops | April<br><br>Dec | Mary<br>Ellen |

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| | | • Online Prayer community | | Corinne/ Fr. Dave |
| **Goal 4:**<br>Improve effectiveness and **<u>Engagement</u>** of Alumni Association<br><br>Establish great **<u>benefits and services</u>** for Alumni Association | ABOG<br>SAA<br>Young Alumni Council | • High functioning, highly visible Board of Governors<br>• 100% giving rate from the Board of Governors<br>• Implement programs to raise visibility of SU and raise funds for scholarships (Ex: License Plate)<br>• University looks to and uses the Alumni Board of Governors as a key constituent in decision making<br>• Active role in the planning of Capital Campaign<br>• Thriving and active Student Alumni Ambassador program (top student leadership program to join on campus) | Ongoing<br>June<br>Ongoing<br><br>January | Susan |

## Ongoing Goals:

- Attract and retain world class staff
- Professional Development Plan
- Improve data and directory health
- Update policies and procedures
- Web and social media improvements
- Assist in improved visibility and integration into university community of the Alumni Board of Governors
- Ongoing Budget review

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