UNIVERSITY ALUMNI AFFAIRS
Planning Outline

O – Ongoing
1 – 4/05 – 10/05
2 – 10/05 – 4/06
3 – 4/06 – 10/06
4 – 10/06 – 4/07
5 – 4/07 – 10/07
6 –10/07 – 10/08

Person Responsible:

Mission: **The mission of the Alumni Association is to promote and foster a dynamic relationship for the Alumni within the University Community. (By informing /educating alumni, providing services to our alumni, increaseing alumni participation, and generate revenue (affinity programs)).**

Objective 1: **Inform & Educate Alumni**

Strategies to Achieve Objective #1	Timeframe	Resources Required	Responsible Person	Evaluation
Develop a Communication Strategy (long/short term):				
1) Drive/Core message	1	Internal Support		
2) Website Links:				
Scan photos from yearbooks	1	Train Students		
Develop schdule for web changes	1	Internal Support		
Need software, traffic checking for # hits	2	Internal Support & Software		
News@				
Connected Links	O			
Blog potential	2	Blog layout/software		
Campus link for visitors – accommodations	1			
Campus directory	O			
Chapter w/chapter pages	4	New Staff		
Major events calendar & online registration	2	Secure Server		
New alumni resource page	2	IT Person		
Countdown to graduation (senior program)	1			
Career services	1	Support & Markeing $		
New grads w/ unique stories	3	Internal Support		
Electronic Invites	1	Programming Support		
Commencement information & images	O			
Special offers	O-1	Upgrade shoppers page		
Bookstore	O-2			
3) Magizine (Better Alumni Use)	1	Internal Support		
4) Newspaper scanning - Tartan Online	3-4			
5) Orientation	3			
6) Underclassmen Program	4	New Staff		

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Objective 2: Provide Alumni Services

Strategies to Achieve Objective #1	Timeframe	Resources Required	Responsible Person	Evaluation
1) Online directory – (Cal Poly) Harris, IAC, Qtera Invite representative for presentations during 2nd week in April	1	Money to pay for system		
2) Transcript request	O			
3) Affinity programs	O			
4) email addresses	O	IT programming & Server		
5) Career Services:				
Job Positions	O	Marketing $		
Internships	O	Marketing $		
Advising (6 months)	O	Marketing $		
Need to Change or Create Position	6			
6) Links for parents on Website	O			
7) Continue educational opportunties	5	New Staff to oversee		
8) Apparel marketing	2	Interal Support/Royality		
9) Complimentary tickets to student shows	4			
10) Matching gift lookup	3			
11) Online business card/yellow pages	3	Program support		
12) Fun freebies (wallpaper, screen saver, postcards)	2			
13) Business Profiles (BIC)	3	business/career alumni site		
14) Alumni Chapter Scholarship to Freshman	O	Grad Student		

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Objective 3: Alumni Participation

Strategies to Achieve Objective #1	Timeframe	Resources Required	Responsible Person	Evaluation
1) Revamp A	1			
2) Revamp awards program (a student award)	3			
3) Revamp University 100	1			
4) Revamp Reunions:	1			
Move 25th & 50th to individual weekends (Jim Watson)	Spring 2006			
Do specialty reunions at HC	Fall 2005			
5) Revamp Homecoming:	1			
Programs that focus on families, young & older alum	Fall 2005/2006			
6) Class Notes - Individual submissions online	2	Data form for submissions.		
7) Threaded discussion groups	5			
8) Blogs by Division or College	5			
9) Web casts of HC/New buildings	2	Need camera/program		
10) Web cam	O	Marketing $ & good location		
11) Author link to publishing grads	6			
12) Event invites with template form of reservations	1	Programming Support		
13) Celebrate Faculty - college bios and contacts	4			
14) Alumni Polls	4			
15) Classes without Questions at HC (involve students)	6			
16) Student annual event	6	New Staff		
17) Include students into all functions	O			

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Objective 4: Generate Revenue

Strategies to Achieve Objective #1	Timeframe	Resources Required	Responsible Person	Evaluation
1) MBNA credit card program	Apr-06	More MBNA Support		
2) Directory	May-06			
3) Travel - identify one trip a year w/ special hook	O	Mailing/Marketing		
4) Pavers	O	Additional marketing plan		
5) Insurance	May-06			
6) Moss Prints	O			
7) Licensing		Sharing Profit		
8) Advertising in Magizine	Apr-06			

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Chapter 5: Leadership and Chapter Volunteers

Strategies to Achieve Objective #1	Timeframe	Resources Required	Responsible Person	Evaluation
1) Focus on 5 main chapter areas	O	Budget support, staff support		
Traveling and rec iting	O			
2) Set up new chapter areas	4	Staff support		
3) Develop a handbook or brochure	1			
Educate new leaders, define chapter, volunteerism	1	Marketing funds		
4) Focus on Tier 2 Chapters	3	staff support		
5) Reunion Calendar Outline	1	Internal support		
6) Volunteer Database	2			
7) Develop chapter mailings, invites, and mass emails	O	staff support		
8) Scholarship	O	possible grad student		
9) Phone Calls	O	staff support		
10) Alumni Executive Council	O			