

Texas State Alumni Association Strategic Plan | 2017 – 2023





Texas State Alumni Association
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Texas State University is a tobacco-free campus.

Texas State Alumni Association

Vision Statement

Connecting Bobcats to serve, strengthen, support and celebrate Texas State University.

Mission Statement

To create a community of alumni, students and friends with a commitment to invest in the future of our University.

Core Principles

Building Relationships | To cultivate strong relationships between alumni and Texas State University

Standard of Excellence | To support Texas State University's history, traditions, accomplishments and initiatives

Leadership | To advance the needs of a global, diverse student body, faculty and alumni base

Partnership | To create a community culture of alumni participation and philanthropy

Strategic Plan 2017 – 2023

Objective #1

Open a new Alumni Center at the LBJ Student Center

Strategies

- A. Develop and implement a marketing and communications plan for the alumni center.
- B. Create and implement a fundraising plan to support the renovation of the new space within the LBJ Student Center.

Objective #2

Strengthen Student and Alumni Engagement

Strategies

- A. Enhance role of University Ambassadors to create a focused track for a group of Ambassadors to receive additional training and responsibilities in support of Alumni Association objectives.
- B. Develop sequenced steps, or touch points, during the “life cycle” of students and alumni to create or enhance awareness of and engagement with the Alumni Association.
- C. Develop annual plan allocating staff resources, and budget, to university partnerships supporting student and alumni engagement, including a focus on Career Services, Athletics, the Academic Colleges, and University Advancement.
- D. Strengthen leadership development programming and volunteer opportunities for alumni.
- E. Implement the use of a statement of commitment to clarify responsibilities and expectations for board members and the Association.
- F. Strengthen chapter program via streamlining processes and guidelines.

Objective #3

Financial Planning & Prioritization

Strategies

- A. Sustain membership growth through enhancements to donor stewardship and a focused strategy for promoting membership among alumni within the first five years after graduating.
- B. Develop a corporate sponsorship program to increase and diversify revenue.
- C. Grow the Alumni Association scholarship endowment to \$500,000 by 2023, by annually allocating an appropriate dollar amount to add to the principal balance, thereby creating a larger permanent source of scholarship funds and supporting the University's priority of becoming a national research university.
- D. Designate a portion of new life membership revenue to grow the Alumni Association scholarship endowment and enhance stewardship of life members through regular endowment reporting from the Development Foundation.

- E. Designate a minimum contingency reserve equal to one (1) year operating expenses. Develop a plan for the balance exceeding the contingency toward supporting Association objectives.
- F. Update the investment policy to improve ease of use and to revise the inactive 5% spend policy.
- G. Issue a request for proposals for investment management and audit services to evaluate competitiveness of current contracts.



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