

TEXAS STATE[®]

ALUMNI ASSOCIATION

Strategic Plan 2013-2018

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

Mission: 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

Category I - Student Affinity

Goal #1: Create positive awareness of the Alumni Association for first-year students and build pride, loyalty and traditions.

- Objective #1: Leverage campus-wide activities or programs targeted at first-year students to increase visibility of the Alumni Association and market our student programs.
- Objective #2: Expand the Trade-Up Program and increase distribution of branded T-shirts from 4,500 to 7,500.
- Objective #3: Leverage partnerships on campus to increase utilization of the Gold Book as a first step toward learning about campus traditions and creating Bobcat pride.
- Objective #4: Work with Financial Aid and Student Affairs to determine if the Alumni Association Legacy Scholarship could effectively be used as a recruitment and retention tool.

Goal #2: Promote communication with sophomores and juniors regarding Texas State traditions and the opportunities for staying involved with the University for a lifetime.

- Objective #1: Evaluate effectiveness of the Student Alumni Chapter (SAC).

- Objective #2: Engage the Alumni Association student board members in the process of identifying ways to celebrate pride and traditions among current students.
- Objective #3: Expand utilization of the Gold Book, particularly among sophomores and juniors.

Goal #3: Engage graduating seniors in activities to promote involvement with the Alumni Association as soon-to-be-alumni and young alumni leaders.

- Objective #1: Create and implement an outreach strategy for graduating seniors to promote interest in joining the Alumni Association beyond graduation.
- Objective #2: Increase promotion of the Ring Ceremony to enhance students' pride in Texas State University and connection to the Alumni Association.
- Objective #3: Develop and implement a targeted marketing effort for senior student leaders to encourage involvement with the Alumni Association.

Category II - Alumni Engagement

Goal #1: Engage a greater number of alumni with Texas State University, and their fellow Bobcats, in their local communities through a robust chapter networking program.

- Objective #1: Create board-approved plan for chapter structure, clearly defined expectations and reporting requirements.
- Objective #2: Revise chapter leader training to communicate clearly the important role chapters play for the Alumni Association and university, to review expectations and to provide a forum for idea exchange and annual planning.
- Objective #3: Enhance tools available to chapter leaders to use in fulfilling their role of broadening alumni engagement.
- Objective #4- Develop annual chapter goals and assessments to measure overall growth in number of alumni who participate.

Goal #2: Build pride, loyalty and traditions by celebrating the accomplishments of Texas State alumni, students and faculty.

- Objective #1: Evaluate effectiveness of current alumni awards program in building alumni engagement.
- Objective #2: Identify and implement ways to broaden recognition for faculty achievements.

- Goal #3: Increase the number of alumni who participate in programs hosted by the Alumni Association and Texas State University.
- Objective #1: Create benchmarks to define, measure and report engagement.
 - Objective #2: Develop and conduct an alumni needs assessment for use in developing engagement strategies.
 - Objective #3: Enhance existing and/or pilot new alumni engagement strategies tailored to the interests of key target segments identified through alumni needs assessment.
 - Objective #4: Create an effective way for the Alumni Association to leverage its resources in support of campus colleges, departments or entities, who are also working to engage alumni.

Category III - Strategic Communications

- Goal #1: Develop targeted communications strategy for the Alumni Association which builds alumni pride, recognition and engagement among students and alumni.
- Objective #1: Develop messaging to highlight the Alumni Association's newly defined "strategic direction," including new mission, vision and strategic plan.
 - Objective #2: Develop collateral materials for the Alumni Association to promote the new brand and positive impact of the Alumni Association to Texas State University.
 - Objective #3: Pilot value propositions with new messaging to test groups, including graduating seniors and key alumni segments.
 - Objective #4: Develop, test, and implement new targeted messaging in regular communications.
- Goal #2: Advance and promote the excellence of Texas State University.
- Objective #1: Broadly communicate the achievements and activities of Texas State University and Texas State alumni.
 - Objective #2: Nurture pride, loyalty and tradition among alumni by providing them with the tools they need to make Texas State University more visible in their personal and professional lives.
 - Objective #3: Create an Alumni Legacy program for children of alumni, providing them with ongoing communications from the Alumni Association and encourage future Bobcat family members.
- Goal #3: Improve availability and accuracy of alumni data via collaboration with other university departments to drive programming and communications.

- Objective #1: Develop ways to consistently maintain accurate, strategically important alumni information.
- Objective #2: Develop benchmarks and track progress toward maintaining accurate information on key data segments for targeted alumni engagement and membership messaging.
- Objective #3: Be an advocate on campus for collecting appropriate student data to enhance pre-graduation and young alumni outreach.

Category IV - Financial Integrity

- Goal #1: Provide significant financial support for Texas State University, positively impacting on the success of students, faculty, staff and university initiatives
- Objective #1: Increase scholarship dollars to \$100k by 2020 (with a 5% increase each year beginning in 2014).
 - Objective #2: Increase university financial support beyond scholarship dollars to \$70k by 2019 (with a 12% increase each year beginning in 2014).
- Goal #2: Develop broad spectrum of diverse and sustainable revenue sources to support growth of the Alumni Association.
- Objective #1: Create and implement Corporate Sponsorship Program equivalent to 5% of overall annual expenditures.
 - Objective #2: Investigate new affinity partnerships.
 - Objective #3: Grow gifts to the Alumni Association, beyond membership dues, by 25% year-over-year.
- Goal #3: Increase Alumni Association membership revenue by 10% each year.
- Objective #1: Develop and implement an Alumni Association membership campaign targeted at graduating seniors and alumni in first five years post-graduation to replace the Property Deposit Revenue.
 - Objective #2: Develop and implement targeted membership campaigns to increase revenue from new members by 11% per year and from renewal members by 16% year-over-year.
 - Objective #3: Contribute to the university's goal of increasing overall alumni giving by achieving an annual growth rate of 20% in the number of alumni association members.

Category V - Leadership Development

Goal #1: Promote development of alumni leaders via the chapter program and through newly graduated student leaders.

- Objective #1: Formalize connection between current board leaders and current chapter leaders.
- Objective #2: Recruit talented and motivated alumni to serve in chapter leader positions.
- Objective #3: Upon graduation, immediately connect and involve student leaders with chapters in their area.
- Objective #4: Promote opportunities for chapter leaders to grow their leadership with the Alumni Association and Texas State University.

Goal #2: Recruit alumni leaders with diverse backgrounds who represent the greater alumni body to serve on the Alumni Association Board of Directors.

- Objective #1: Identify potential leaders through the chapter program.
- Objective #2: Conduct annual reviews of current board composition compared to overall demographics of alumni body and identify particular leadership qualities needed to be representative of all alumni.
- Objective #3: Conduct purposeful and targeted leadership recruitment, based on needs as identified by Nominations Committee.

Goal #3: Enhance ability of Alumni Association Board of Directors to creatively and effectively lead the organization with a vision for the future.

- Objective #1: Provide ongoing training for board members to ensure they clearly understand the structure and purpose of the organization and the expectations of their membership on the board.
- Objective #2: Provide board members with relevant university news and information, thereby strengthening their role as university advocates.
- Objective #3: Develop reports for board to assess and track progress toward Strategic Plan goals and objectives.
- Objective #4: Ensure board membership and staff roles are structured to meet evolving needs of the Alumni Association and University.

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