

# **Truman State University Alumni Association Strategic Plan 2008 – 2011**

As the Truman State University Alumni Association Board (The Association) considered its future and how it might best serve the University and its alumni, it became evident that a strategic plan (The Plan) was needed to lay a foundation for The Association's core principles that will shape its future programs, policies and initiatives for the next four years and beyond.

At the heart of this endeavor is The Association's desire to strengthen lifelong relationships between Truman State University and its alumni and other stakeholders.

The Strategic Planning Committee (The Committee) developed The Plan under four topics. The topics are:

1. Stakeholders
2. Principles
3. Goals and Strategies
4. Success

The Plan is a living document and should be updated and modified as needed. These changes may be implemented by the end of each four year period, or they may be ongoing.

The Committee now presents the 2008 – 2011 Strategic Plan using the topics outlined above.

## **STAKEHOLDERS**

An integral part of The Plan is to identify those persons, groups and organizations that have a vested interest in the principles and concepts The Plan promotes. After careful consideration and analysis of feedback, The Committee has recognized the following as stakeholders, listed in alphabetical order:

1. Alumni
2. Alumni Association Board of Directors
3. Board of Governors
4. Faculty and staff
5. Foundation Board of Directors
6. Attendees
7. Friends of the University
8. Kirksville and the surrounding community
9. Students
10. Parents of students

The stakeholders above should be considered when modifying the plan.

## **PRINCIPLES**

As mentioned in the opening, the heart of The Plan is its ambition to strengthen lifelong relationships between Truman State University and its alumni and other stakeholders. With this in mind, the goals and strategies The Plan sets forth should be developed based on a set of principles that promote relationship-building. The Committee recognizes the following principles as essential components for material that is incorporated into The Plan:

1. Emphasize communication.
2. Emphasize bridge-building.
3. Emphasize the lifelong relationships formed between Truman and its alumni.
4. Emphasize the never-ending goal of bettering Truman State University.

## **GOALS AND STRATEGIES**

With a drive toward enhancing relationships, The Committee developed the following goals and strategies:

1. Enhance the benefit of being a Truman State University alumnus and a member of the Alumni Association through targeted, value-added programs and activities.
2. Increase alumni involvement in alumni chapters and on-campus activities.
  - Assist chapters with offering an increased number of events targeted to different demographic groups.
  - Involve honorary and former Board members in freshman send-off campaign.
  - Encourage alumni to become involved in student recruitment efforts in their area.
  - Encourage alumni to become involved in student mentoring and activities within academic divisions.
3. Emphasize the importance of lifelong relationships, both between Truman and its alumni and among the alumni community.
  - Utilize Truman's Greek community and student organizations to network with alumni.
  - Develop an alumni Web community.
  - Emphasize e-mail use for holiday/birthday greetings, anniversary graduation years and communication from administrators and division heads.
4. Create and market a distinctive brand for the alumni association.

- Highlight the Bulldog Forever tag line and logo on chapter communications, travel program brochures and Homecoming information.
  - The Bulldog Forever logo should be present on awards presented by the Alumni Board.
5. Become a legislative and media advocate for Truman State University.
    - Establish a collaborative role for an Alumni Board member to work with the university on legislative communication.
    - Establish a collaborative role for an Alumni Board member to work with the university on media communication.

## **SUCCESS**

The Committee believes the following metrics will allow the Alumni Board to measure the success of the goals and strategies presented in The Plan.

1. Ensure continuous measurement of chapter membership levels.
2. Develop a survey approach to gauge the impact of The Association's branding campaign.
3. Measure the increase in The Association's involvement with other university organizations.
4. Measure the increase in attendance at Homecoming and other Alumni Association sponsored events.
5. Measure the increase in alumni giving as an indicator of alumni satisfaction and affiliation with Truman.