

## Strategic Plan

(Approved Oct. 29, 2009 ~ last amended and approved May 14, 2010)

### I. Background

The University of Idaho Alumni Association (UIAA) was formed in 1898. The Alumni Office was established in 1946 to communicate with alumni and provide them with information about the University and their classmates.

The University of Idaho Alumni Association, Inc., is a registered 501(c)(3) nonprofit corporation. Prior to 1994, students earning 26 credits from the University of Idaho were included in the alumni community. In 1994, with the new Banner data base system, the “alumni criteria” changed to include former students who have received a University of Idaho degree or have completed 90 credits or more and thereby considered a part of the alumni community.

The mission of the Alumni Association is to “develop and strengthen lifelong alumni relationships with their alma mater.” Active leadership includes the UIAA national board of directors, club and chapter volunteers and the Alumni Office staff. The UIAA provides awards and recognition programs, assists the University with information and communication efforts and advocates for the University.

The University of Idaho Alumni Association is comprised of more than 95,000 alumni worldwide.

### II. Mission and Vision

Alumni Association Mission Statement

“To develop and strengthen lifelong relationships with University of Idaho alumni.”

#### **Alumni Association Vision Statement**

To promote the vision and core values of University of Idaho’s historic land grant mission of teaching, research and public service

To enlist alumni talents in the preservation and promotion of the image and traditions of the University, to instill and maintain pride in the institution

To serve as a catalyst for communications and involvement between alumni and between alumni and the University of Idaho community.

### III. Goals

- Provide Inspiration and Information for Alumni
- Encourage Reconnection and Bonding with Alumni
- Provide Recognition and Awards for Alumni
- Communicate with University Leadership
- Maintain Relationships with Other University Groups
- Encourage Contributions and Support of the University
- Ensure Quality Governance and Financial Stability of the UIAA, Contributing to the Financial Support of the Alumni Office

## IV. Objectives

This section describes the objectives of the Alumni Association and Alumni Office. The Alumni Association works in close coordination with the Office of Alumni Relations to achieve these objectives.

### **1. Provide Inspiration and Information for Alumni**

Provide information using the Vandal Vibe, Alumni Website and electronic online communities.

Use “Classnotes” column and other articles in the Idaho magazine to highlight success stories and to promote on-line and other services.

Support on-line activity, information and social communities served via the web.

### **2. Encourage Reconnection and Bonding with Alumni**

Chapters and Clubs: Encourage the creation of new chapters and clubs. Support and sustain clubs and chapters in providing events, programs, activities and services for alumni in their area. Explore new and different approaches to sponsoring University special events off-campus. Promote, support or sponsor gatherings, socials and alumni events on local, regional and national level.

Alumni Volunteers: Develop and support alumni volunteers that participate and serve with leadership in Chapters, Clubs and Affiliate groups. Assist with volunteer service and committees that organize community activities or events/reunions.

GOLD Program and Services: Support the outreach program to young alumni (Graduates Of the Last Decade).

Alumni Center: Pursue a permanent center on campus by supporting the University’s

efforts and supporting fund-raising for this project.

Alumni and University Events: Support the design and production of events that help promote and celebrate our connection with the University of Idaho.

Campus Events: Support and/or sponsor celebrations that bring alumni, friends and parents to campus for major events as well as reunions in partnership with colleges, living groups and campus organizations.

### **3. Provide Recognition and Awards for Alumni and Friends**

Review and determine recipients of Alumni Awards (Hall of Fame, Silver & Gold, Jim Lyle Award).

Support honorary alumni recognitions, tree plantings and other recognition using press releases the Vandal Vibe, the Classnotes column and magazine highlights of key alumni and campus leaders.

### **4. Communicate with University Leadership**

Provide UIAA reports to leadership.

Host or recruit university leaders as guest speakers at the Alumni Association Board meetings, groups/chapters/club gatherings; at alumni events and programs off campus.

### **5. Maintain Relationships with Other University Groups**

Partnerships: Build strategic relationships with other university support systems and organizations to increase our effectiveness with University of Idaho stakeholders.

Maintain working relationships with college officers and employees; offering alumni office service, support and consulting to colleges with alumni events/reunions, partnership with campus organizational

groups and reunions, active relationships with VSF, Foundation, UIRA and SARb.

Support active sharing of information, calendars and news items, in a two-way process, between colleges, living groups, graduated classes and departments. Work in partnership in award nomination process, and award presentation ceremonies with college or campus groups.

## **6. Encourage Contributions and Support of the University**

Develop volunteer alumni association leadership among alumni across the nation.

Support recruitment by encouraging high school student recommendations and supporting recruitment of high school/transfer students.

Provide and encourage financial support of students.

Encourage alumni to support the University and Idaho higher education in their communities and with elected representatives.

## **7. Ensure Quality Governance and Financial Stability of the UIAA, Contributing to the Financial Support of the and Alumni Office**

Identify and recruit candidates for service on the UIAA Board of Directors.

Manage and budget UIAA funds prudently.

Formalize a process to manage the disbursement of UIAA funds using specific criteria.

Prepare an annual budget for UIAA and distribute draft to UIAA directors prior to May 1st annually.

Provide special events and alumni programs with prices that reflect costs and market expectations.

Continue to research and offer workable, and practical affinity or revenue producing programs

Continue research efforts and feasibility study on an alumni dues/membership program.