Alumni First.

Alfred University
ALUMNI COUNCIL

2010 – 2020
STRATEGIC PRIORITIES

ALFRED UNIVERSITY ALUMNI ASSOCIATION

MISSION
(FEBRUARY 2009)

The Alfred University Alumni Association actively supports and facilitates the strongest possible sense of community among Alfred University's administration, faculty, student body and alumni.

In order to pursue our common goals of optimizing AU's prominence and sustainability, the Association's governing body, the Alumni Council, will:

- Foster a strong sense of community among diverse alumni through organized events and informal networking;

- Communicate alumni opinions and serve as a liaison between AU and its alumni;

- Encourage current students to become active alumni after graduation;

- Support the development needs of AU through 100% participation of Council members in the annual fund; and

- Actively explore other opportunities to assist AU in achieving its mission.

ALFRED UNIVERSITY ALUMNI COUNCIL

STRATEGIC PRIORITIES
(SEPTEMBER 2009)

Priority 1: Provide programs for Alfred University Alumni.
Create opportunities for alignment and partnership between the Council's programming and that of University Relations to foster a stronger sense of community.

Priority 2: Recognize that today's students are tomorrow's Alumni.
Encourage students to reflect on the Alfred experience and understand that benefit of maintaining a lifelong relationship with Alfred University.

Priority 3: Create quality connections.
Foster communication among alumni as well as between alumni and Alfred University.

Priority 4: Provide financial support for Alfred University.
Motivate, facilitate and lead by example alumni support of Alfred University's fundraising goals.

Priority 5: Ensure quality volunteer leadership.
Identify and recruit motivated alumni to serve on the Alumni Council, as Alumni Elected Trustees, and at University events.

Priority 1: Provide programs for Alfred University Alumni.

Goal 1: Provide programs for Alfred University Alumni.
Strategy I: Leadership development conference in NYC, Rochester, & Buffalo for recent grads to address issues similar to those the Women's Leadership Center has (i.e. how to run a meeting, conflict strategies, time management, etc).

Objective I: Provide an opportunity for recent grads to benefit from Alfred Alumni Leaders in their career development and continue their connection to the University.

Objective II: Partner with Women's Leadership Center, Career Development Center and Office of Alumni Relations to identify past programs that have been implemented at the "local level".

Objective III: Use a survey tool (eg Survey Monkey) to canvas recent grads (need to confirm appropriate timeframe – last 5 years?) and determine topics of interest - A sample agenda might include a general session on the most important issues of interest to recent grads and progress to breakout sessions specific to each career field.

Objective IV: Post meeting "pull-through". Create a mentorship program for recent grads participating in the Leadership Development conference that connects them with alumni for ongoing dialogue (1 year term).

Objective V: Rollout – One location in NYS. (Rochester, Buffalo or NYC) Depending on the interest by recent grads and participating alumni we might be able to offer this conference at each of the areas every 6 months (eg, Fall 2010; Winter 2011 and Summer 2011).

Objective VI: Responsibility – Joint initiative between Alumni Council, Career Development Center and Office of Alumni Relations.

Objective VII: Post-meeting communication (6 months post meeting highlighting the topics and feedback from the evaluations).

Goal 2: Online business blog or portal which serves as a virtual AU alumni yellow pages.
Strategy I: To create a website portal where Alumni of AU can register their contact information and share with others so that they can more easily reach out to each other based on various criteria. (year, major, region).

This would allow them a more private way to look up friends that they went to school with to initiate contact. This would then have greater benefits to the university if the records were kept up and detailed.

Objective I: Implementation – Council must first engage the University in a focused legal/regulatory feasibility study to ensure compliance with NFP related guidelines. Assuming no compliance issues - develop an AU alumni association hosted web-based "contact page" which facilitates free communication between alumni. More details to be defined with UR.

Objective II: Responsibility – Depending on legal feasibility either UR or the AU Alumni Association through AU Council.

Objective III: Evaluation – Program can be evaluated through extent of usage and feedback.

Goal 3: Greek and Special Programs Theme Reunion.
Strategy I: Reconnect greek houses and special (discontinued) programs in the hope that members of these communities build stronger identification with the University and its activities in the future.

Objective I: Designate particular dorms or floors of dorms for specific houses/special program members depending on enrollment; specific options to be integrated into the online enrollment forms for reunion weekend; inter-greek games and activities can be planned and implemented depending on enrollment; Davis Gym or even the Saxon Pub could be used for a gala dinner which honors those groups with special anniversaries (ZBT's 40th comes up in 2010).

Objective II: Timeline – first such program should be organized for the 2010 Summer Reunion Weekend.

Objective III: Responsibility – the Events committee, Sheila Flanagan and Scott Brenner to share responsibility with the UR Staff; UR Staff will contact members of each greek house and special program for volunteers to help organize the event and create a buzz.

Objective IV: Evaluation – The council and Alfred University recognize that there are many hard feelings particularly among greek alumni. There may also be a sense of alienation among members of various discontinued or special programs that do not organize on an ongoing basis. UR Staff and Council members who are members of such groups should participate in the events and take litmus readings simply by asking questions during the height of activities.

Eventually, UR Staff should experience heightened involvement, greater interest in alumni events, and hopefully more substantial annual fund contributions, all of which can be measured fairly efficiently through UR.

Goal 4: Networking w/alumni on a local level: happy hours (i.e., in NYC for NY,NJ, CT alumni); use social networking (i.e. Facebook to connect, LinkedIn for networking).

Strategy I: To create a website portal where alumni of AU can register their contact information and share with others so that they can more easily reach out to each other based on various criteria. (year, major, region). This would allow them a more private way to look up friends that they went to school with to initiate contact. This would then have greater benefits to the university if the records were kept up and detailed.

Objective I: Create small local events such as happy hours, gamedays, other social events in regions/cities using a social networking tool to manage the networking and invites to these events. This would work in conjunction with but separately from the existing larger UR regional events planned in NYC, Boston, Miami and other cities.

Objective II: Responsibility – Decide first on how this will be structured. Groups should be created by region since geography is the key meeting requirement. Decide what test regions we should focus on first (Philly trial run?).

Objective III: Find local AU alumni and invite them to join the group. This could be done through a mass email at first by UR and then managed more individually. We need to see what search tools Facebook can provide to speed up the process.

Objective IV: A designated Liaison (Group admin) could be assigned to a region group page to pick an event and send out and track invites. The goal of this would be to create many more simple opportunities for alums to gather on their own initiative without putting a large investment of time and money in any one event.

Objective V: The risk is that it will still need to be followed up on with enough effort that students take it seriously as "official events backed by UR" and that we don't lose groups if the Liaisons lose touch or back out.

Objective VI: Timeline – This can be developed throughout the working 09-10 academic year.

Objective VII: Responsibility – I and other interested council members could evaluate current contact info we have for AU Alumni with the help of UR.

Objective VIII: Evaluation – the goal of this project would be to see a system of small regional alumni groups that operate fairly independently with some help from UR on management and setup year to year. We can monitor activities of each of these groups from the main Alfred Facebook page which can be a "friend to all". This would foster communication between all students and then perhaps create a much easier way to invite alumni to yearly events on campus. Instead of trying to invite thousands of students, you invite several dozen groups (comprised of students) from all over the USA who can work with each other to come together. That would be the ideal level of involvement we would like to see.

Goal 5: On campus beer tasting during Homecoming Weekend. Possibly include seniors who are 21. "Return to the Pub" or "Oktoberfest" theme.

Strategy I: Allow alums and future alums to gather in a casual setting to socialize and network.

Objective I: Activity combines the ideas of a self-funded and income generating activity during Homecoming with creating more events for students and alumni.

Objective II: Obtain AU approval, permit from NYS if necessary.

Objective III: Timeline: Homecoming 2010, possibly Saturday afternoon after the football game, or Friday evening after Student Leader Reception. (Choose a time with least conflict to weekend activities.)

Objective IV: Invitations in Homecoming Literature, on website, AU news, etc.; location reservation for event (Tent used for the luncheon ?), sound system. Nominal cost for snacks, napkins, etc.

Objective V: Council: Choose and contact micro breweries for participation. Choose, order (with UR) AU mugs for event. Determine cost per person, possibly less for students? Staff event, gate, bar, clean-up.

Objective VI: Evaluation: Success based on participation, money raised, and casual polling during event.

Goal 6: Wine Tasting.

> Strategy I: Allow alums and future alums to gather in a casual setting to socialize and network.

>> Objective I: Continue to promote this well-proven, successful social connection activity. Timeline: Reunion Weekend.

>> Objective II: UR: Obtain NYS permit, tent and sound system for Fasano House, order wine glasses. UR: Set up tent, crackers, napkins.

>> Objective III: Council: Secure wineries for event (4), order wine glasses with UR, staff event; door/glasses, clean-up, etc. Council: Staff event; check in guests and hand out wine glasses, clean-up.

>> Objective IV: Evaluation: Attendance, money raised, casual polling during event.

Priority 2: Recognize that today's students are tomorrow's Alumni.

Goal 1: Recognize that today's students are tomorrow's Alumni. Encourage students to reflect on the Alfred experience and understand the benefit of maintaining a lifelong relationship with Alfred University.

> Strategy I: Collaborate with the AU Pride Committee

>> Objective I: Would include cooperation and attendance at events hosted by AU Pride, for example, Homecoming, Senior Reception in November, spring event (tba) and Senior Week. The Senior Week activity might include a reception with alumni panel, perhaps telling their AU Stories; could connect the event with Activity #2 "Beyond Alfred" Letter to the Graduating Seniors. Could also support AU Pride's goal of having the seniors give a gift to the University.

>> Objective II: To create a connection between the Alumni Council with the AU Pride Committee (both have similar goals), make the Alumni Association/Council more visible and better understood on campus as well as increase the interaction between Council members and current students.

>> Objective III: Timeline: Can begin immediately. Responsibility: Alumni Council (Subcommittee?), University Relations Staff Member, AU Pride Committee. Evaluation: Feedback from alumni and students after events; attendance at events

Goal 2: "Beyond Alfred" Letter to Graduating Seniors

Strategy I: Additional Information: the letter could be a welcome to the Alumni Association from the Council; explain what the Council is and its 5 goals; mention ways to stay connected to AU after graduation (Reunion, E-News, Alumni Events/Receptions, Career Development Center Mentors, Annual Fund, etc.); could be sent out right before Senior Week so that if we were to join a reception it would be fresh in their minds; University Relations gets the seniors email addresses and can assist with distributing the letter.

Objective I: To expose the graduating seniors to the Alumni Association/Council and help plant a seed in their minds about the importance of staying connected to the university.

Objective II: Timeline: Draft a letter by early March and work with University Relations to have it distributed by early May. Responsibility: Alumni Council and University Relations. Evaluation: Feedback from graduating seniors (informal conversations? (Survey?)

Goal 3: Increase communication between the Council, Student Senate and AU Pride

Strategy I: Additional Information: one way to make ourselves better known on campus is to spread the word about the Alumni Association/Council; could be achieved by sending our meeting minutes to the presidents of the Student Senate and AU Pride as well as inviting the presidents to attend our meeting during Homecoming to give an update on their activities as well as general student life; another way to increase our visibility on campus would be to send Council member profiles to the Fiat Lux.

Objective I: Open regular channels of communication between student leaders on campus and the Alumni Council.

Objective II: Timeline: Homecoming 2010. Responsibility: Alumni Council Evaluation: Feedback from Council members and students on the usefulness; work with Senate and AU Pride Advisors.

Goal 4: Student Leadership Reception

Strategy I: Give student leaders a chance to meet Alumni Council members and to better understand the Council. Also give Council members an opportunity to learn more about current events on campus.

Objective I: This reception has been held for the last 3 years on the Friday evening of Homecoming Weekend. Timeline: annually during Homecoming Weekend (continue as in the past). Responsibility: Alumni Council and University Relations. Evaluation: feedback from Council members and student leaders on the experience

Goal 5: Ring Program

Strategy I: Program already established; a fundraiser for the Council to promote a sense of pride in Alfred University by offering students a common class ring.

Objective I: Timeline: planning for sales and the spring ceremony occur throughout the year; schedule already developed. Responsibility: Alumni Council Committee, AU Bookstore and Balfour. Evaluation: Hope to see an annual increase in number of rings sold; feedback from students who purchase ring and attend the spring ceremony, contact institutions similar in size and get feedback on their ring programs

Goal 6: Gift to Graduating Seniors

Strategy I: AU Pride has also considered doing this; may be able to partner with them or with Student Senate for possible co-funding. It could dovetail nicely with Activities #1 and #2 but it would take some further discussion to decide on its usefulness, cost and sustainability. Who would pay for it? What would the item be? How and when would it be presented? Etc.

Objective I: To welcome the graduating seniors into the Alumni Association. Timeline: Discussion and development of the idea to begin in 2010; possible implementation: May 2011, more likely 2012. Responsibility: Alumni Council in conjunction with University Relations and AU Pride. Evaluation: Informal feedback from seniors after they've received the gift.

Priority 3: Create quality connections.

Goal 1: Create quality connections.

Strategy I: Add a section in Alfred's eNews from the alumni council to all AU alumni & students.

Objective I: Provide information about who we are and what we do. Include URL links to information about us on the AU website. Post minutes to the web? Work with UR on content. Solicit content from

Alumni. Have a section where Alumni submit an article/story/whatever.

Objective II: Provide information about it at Reunion and first one should be out July 2010. Form a council committee with an Officer chairing it. Evaluate it after one year. Evaluate it regarding how much Alumni participation is involved in providing content.

Strategy II: Annual survey of alumni needs and wants from the alumni council. Educate about our existence and role.

Objective I: Create a survey. Decide on how many questions. Decide what we want to ask. Put survey in eNews.

Objective II: Better communication between Council and Alumni. What does the Alumni want/expect from the Council. Decide on the survey Fall 2010 and send out after that. Form a council committee with an Officer chairing it. Evaluate the results. Evaluate it regarding how much alumni participation in providing content.

Strategy III: To grow our database of alumni email addresses.

Objective I: Use social media channels to develop improved connections with alumni.

Objective II: Facebook: There is an Alfred alumni Facebook site, created by Mark Brostoff. We need to encourage alumni to become friends/fans and to have more people actively posting to the site to encourage discussions. (The University's Facebook account is administered by Marketing, and is targeted primarily to prospective students.) The alumni site has 1,346 members, but postings are infrequent. Fastest growing demographic for Facebook users is people 50+ so it is becoming a broader based and more effective communications channel. Is there a role for Alumni Council, Alumni Relations or Communications to play in terms of providing content for the Alfred alumni site?

Objective III: Linked In: The Career Development Center has a Linked In site that it uses to inform alumni of job opportunities. Is there a need for another?

Objective IV: Twitter: We have two accounts right now. #alfredu is run by Marketing, and #alfredunews is one I created to use as alternative channel in the event of an emergency. Are there enough alumni using Twitter to make it feasible to spend more time on content? (Right now, both Twitter accounts have feeds from our

press release database, with occasional postings by either the Marketing or Communications departments.)

Objective V: Increase the alumni email database by X% from current level of ~10,000. We could begin immediately using Volunteers, phonathon callers, and/or UR staff, as appropriate.

Priority 4: Provide financial support for Alfred University.

Goal 1: Providing Financial Support to Alfred University

Strategy I: Based on current activities of A.U. Alumni Council and current strategic planning, establish activities and results in helping to garner continued financial support to Alfred University. This draft will help to provide activities, outlook, and evaluation in establishing those strategic and tactical goals within the council.

Objective I: The goal of the stated activity is to promote to Alfred alumni and future alumni the council's proud statistic of 100% participation in donating to "The Alfred Fund" (The Fund).

Objective II: Mention of statistic in both Alfred University update emails and Alfred magazine. Solicit for further donations and awareness through a "Why I Give" campaign. This campaign would be similar in nature to the United Way giving campaigns. Through email/magazine/direct mail; highlight a current alumnus (or council member) who currently donates to the Fund and spell out their testimony for justifying their participation in the Fund.

Objective III: To maintain this statistic, council must promote the giving of all members as an agenda item at each council gathering, and to also make aware of electronic donations (via website) and also monthly donations in lieu of lump sum payments. Tax advantages of donations should be promoted within this campaign also.

Objective IV: With the most recent announcement of our 100% participation, the council should make this a priority in promoting and marketing to current and potential donors. Promoting of the statistic should help increase the awareness of much needed donations during weak economic times.

Objective V: Council shall be responsible for awareness of member giving and consistent participation. U.R. shall be responsible for helping the committee promote this statistic and member testimonies thru email/magazine/direct mail.

Objective VI: Success of this program can be measured by: Number of mentions in email/magazine/direct mail. Percentage increase in giving amongst alumni to the Alfred Fund. Tracking of years that council has had 100% participation.

Goal 2: To promote to Alfred alumni and future alumni that giving back to the University does not require a six-figure endowment check.

Strategy I: Many alumni and future alumni are not aware of the Council (this is for another strategic priority). Upon graduation, ensure that council makes new alumni aware of council activities and promotes the "giving back to A.U." in an "exit-interview" atmosphere. This should give new alumni the awareness of giving to the University and how they can accomplish that.

Objective I: The "1836" campaign. Through marketing, make aware that monthly or quarterly contributions in the amount of $18.36 can help the   University as much as a lump sum donation. This can be done as a one-time payment, monthly credit card transactions, or be committed for monthly donations for a 1-2 year term. Council should seriously consider if a gift or recognition should be given to the donors of this campaign (i.e. an A.U. sticker for a one time donation; a shirt for signing up for a one year commitment etc.) Continued marketing of this campaign needs to include the ease of participating (signing up via website, credit card, electronic debit etc.)

Objective II: With the help of U.R. establish the "Individual Scholarship Fund". After sorting through the legalities of such a task, the belief exists that more alumni and donors would be compelled to give, if they could establish their own scholarship fund and dictate its distribution rules. (i.e. An annual $500-$1,000 gift to a business/engineering/ art school student)

Objective III: In helping to solicit donations on a reduced basis, statistics of the Fund's distribution and current performance should be shared (i.e. how the money is used, what costs have gone up, what it actually costs to run a university, how the Fund suffered in the most recent market downturn etc.)

Objective IV: Use thru direct mailing and event hosting. Promoting of these activities immediately should increase the awareness of much needed donations during weak economic times. U.R. shall be responsible for helping the committee promote these statistics and promotion of the "1836" project thru email/magazine/direct mail etc.

Objective V: Number of mentions in email/magazine/direct mail. Number of participants in the "1836" project. Tracking of individual scholarship or reduced giving amounts. Number of events hosted; donations solicited.

Objective VI: The establishment of the stated Strategic Priority should help to promote the strategic and tactical allocations of time and efforts by the council and its underlying committees to further awareness in the support of the financial well-being of Alfred University. Activities and marketing should commence immediately in the areas of participation statistics and reduced rate giving to the Fund. It should be the goal of the council to make all alumni and future alumni aware of how to give back to Alfred, whether it is monetarily or through volunteering. Larger projects such as individual scholarships may be out of range in the short and intermediate time frames, but all ideas should be promoted for longer term perspectives. While this priority may be lighter in scope to others at hand, immediate action should occur to promote to all Alfred University connections the commitment of 100% participation of your council in the giving to the Fund. Also, during these weak economic times, a reduced giving campaign may help to bring awareness of the University's need to a new level of donor.

Priority 5: Ensure quality volunteer leadership.

Goal 1: Ensure Quality Volunteer Leadership

Strategy I: Implement a system that both supports and oversees the evolution of alumni council as an increasingly responsive and effective organization.

Objective I: Convene Governance & Organizational Development Committee (G& OD Comm.) on a regular basis to insure that: actions are planned for and taken with regards to the routine governance and development of the organization and its structures - new members are oriented, mentored and effectively integrated into the organization – all members are involved in the "work" of council and, as appropriate asked to take on leadership roles – the nomination/appointment and or election processes for new members, officers and alumni elected trustees are planned and thoughtful.

Objective II: Alumni council Secretary as chair and all member of the G&OD Committee in conjunction with the executive committee and supported by University Relations staff as necessary. Council is monitored for its effectiveness as an organization and development

of its members and leaders, changes are planned for and made as necessary.

Strategy II: Appoint alumni of diverse backgrounds and experience to council positions, encourage and support their participation in council and university programs and activities.

Objective I: Maintain alumni council term expiration sheet, anticipate positions opening up, speak with members eligible for a second term. Maintain a list of alumni who have expressed interest in appointment to council, make contact. Evaluation – Updated term exp. Sheet, aware of status of members and their interests. List updated and is a good source for new members.

Objective II: Seek recommendations for nominees from: Current and past council members, University Relations staff, Reunion class coordinators, Class correspondents, Director of Office of Student Involvement (recent grads and student leaders). Make alumni base aware that they may self-nominate with AU publications as referral sources.

Objective III: Explore potential council interest with alumni at events such as Reunion, Homecoming, etc.

Objective IV: Monitor council member composition for class year distribution, sex, race, occupation, etc. striving for diversity of membership.

Objective V: Nominees should be vetted by University Relations staff for involvement in university activities, giving record, etc. prior to council vote on appointment.

Objective VI: Nominees should complete a bio data form for council member review prior to vote on appointment.

Objective VII: Once appointed new council members should be welcomed, have a formal orientation to council and be made aware of their responsibilities, be assigned a mentor and take on a committee assignment.

Strategy III: Elect/appoint qualified council members to officer positions and other positions of leadership on the council.

Objective I: Develop and implement a succession plan for officer and other council leadership positions.

Strategy IV: Elect a qualified council member (past or present) to the Alumni Elected Trustee position for the Board of Trustees, annually.

> Objective I: Appoint quality members to council positions and support them in the development of their council role(s) and participation. Council members highly participative and 100% giving to the Alfred Fund.

> Objective II: Review guidelines for selection of AET's as written in alumni council and board of trustee's bylaws. Must adhere to guidelines.

> Objective III: AET nominee to be vetted by University Relations staff, G&OD Committee, council officers. Highly active nominee in terms of attendance, participation, and giving. AET will serve in an active manner to represent interest of alumni.

Strategy V: Provide opportunities for alumni participation in planning and conducting university-wide (Reunion and Homecoming) and area alumni events.

> Objective I: Involve council members in the planning and execution of events sponsored by: the Alumni and Student Programs Committee, Alumni Relations, other university offices and/or academics.

> Objective II: Encourage council members to plan alumni events in their area. Council members host events in their area if alumni numbers make this reasonable.

> Objective III: Make the general alumni population aware that council members can serve as mentors in the planning of area alumni events. This will increase the number of alumni sponsored events.