Alumni Association

2024-2027 STRATEGIC PLAN

SERVICE AND COLLABORATION

GOAL

Expand and evolve together, transforming lives that may generate greater upward mobility and success.

OBJECTIVES

1. Further enhance the alumni mentoring program, increasing the number of mentors and mentees.
2. Continue to promote the mission and values of the university as ambassadors and advocates.
3. Establish, maintain, and renew affinity networks, offering programs and activities of common interest, learning, and socialization.
4. Increase alumni participation through alumni association committees and affinity networks.

ACTION

1. Mentoring Program: Promote mentoring program to college departments and advisement centers.
2. Recruitment: Have alumni board representation at university and community events.
3. Affinity networks-programs: Identify chairs and co-chairs for existing networks, to enhance programing, build leadership and maintain communication within the membership.
4. Alumni participation: Invite alumni members to join committees, affinity networks, and attend sponsored programs.
5. Send a congratulations and welcome email letter to new grads consistently, giving them information on alumni programs, services, and benefits.

ENGAGEMENT

GOAL

Maintain and expand meaningful relationships between alumni and students; as well as partnerships through community engagement and outreach.

OBJECTIVES

1. Provide and support in-person alumni events that foster networking, life-long learning, and participation.
2. Promote virtual programs to our diverse and global alumni community using multiple methods of technology and media.
3. Increase marketing opportunities which cultivate and retain revenue generating partnerships with corporate sponsors.

ACTION

1. In-person alumni events: Invite attendees to events using a wide variety of social media techniques including methods for tracking attendance.
2. Provide cross promotion of events, collaborating within university campus departments, student groups. and outside community institutions.
3. Virtual events: Offer/schedule activities to alumni through a variety of virtual platforms.
4. Network with other CSU alumni associations.

GOOD STEWARDS OF PLACE

GOAL

Practice principles and values that make for healthy and mutually beneficial relationships, reflecting “Good Stewards of Place.”

OBJECTIVES

1. Identify and promote opportunities for alumni to participate in the philanthropic culture of the university.
2. Cultivate strong relationships within the university and within the community, incorporating values of reciprocity, adaptability, and diversity of approaches.
3. Actively promote awareness of scholarship donation campaign activities.

ACTION

1. Explore opportunities to collaborate with university programs/drives which provide philanthropic assistance to students and community, working with EPIC, Student Life, Career Center, etc.
2. Partner with Annual Giving office on scholarship donation solicitation.