Loyola University Maryland

Alumni Association Strategic Plan

Throughout the 2010-2011 academic year, the Alumni Association Board of Directors engaged in a strategic planning process in order to develop a comprehensive strategic plan that will help guide, direct, and shape the Alumni Association over the course of the next two years. This plan will be re-examined and re-assessed every two years to ensure that it remains aligned with both the strategic plan of Loyola University Maryland and the needs of the alumni of Loyola University Maryland. The plan includes a Mission Statement, 4 Strategic Plan Goals, Action Plans, and Measures of Progress that form the foundation for future focus, actions, and expected results.

Alumni Association's Mission Statement

To serve and engage the alumni of Loyola University Maryland by fostering a lifelong relationship between alumni and the University in a manner that enriches the lives of its members and the quality of the institution. The Association initiates and leads programs that support Loyola’s Catholic, Jesuit mission, and the University’s key goals, as well as the needs and requirements of its alumni.

Strategic Plan Goals

- **Alumni Engagement**
  - Advance the personal, professional, intellectual, and spiritual growth of our alumni by providing services, programs, and volunteer opportunities that enrich their lives and encourage their lifelong engagement with the University, its faculty, students, and their fellow alumni.
  - Increase alumni participation in University events and activities.
  - Increase the annual fund participation rate among alumni.

- **Student Outreach**
  - Cultivate current students as future, engaged alumni -- from acceptance through graduation -- in order to facilitate their lifelong relationship with the Alumni Association and the University.

- **Marketing & Communications**
  - Offer all alumni, regardless of geography, the information and tools they need to stay connected, engaged, and involved with the University and each other.
  - Enhance communications between the Alumni Association and regional chapters.
  - Identify, recognize and utilize alumni who have recognized exceptional achievements.

- **Partnerships**
  - Create effective partnerships and coalitions with internal and external entities that support and enhance these desired lifelong relationships to best serve Loyola alumni and the University.
Increase the Alumni Association’s presence and influence with Loyola University Maryland’s Board of Trustees, especially in the development and execution of the University’s Strategic Plan.

**Action Items**

The Alumni Association Board members each participate in one of five committees: Admission, Alumni Services, Career Services, Regional Programs, and Service and Spirituality. Each committee is charged with identifying and leading the implementation of lifelong engagement opportunities for alumni.

The Admission Committee focuses on interacting with accepted students and newly admitted students by:

- Establishing an effective partnership with the office of undergraduate admission
- Increase alumni involvement in all of the admission events this committee is asked to participate in as a group, including:
  - Calling accepted students
  - Attending College Day events at Loyola
  - Attending College Fairs
- Increase contact with all incoming freshmen during Orientation/move-in day by presenting a gift to all freshmen that will brand the Association.
- Implementing a plan in 2010-11 that enables the Alumni Association to be visible to all classes of the Loyola undergraduate student body each year.
- Participate in opportunities to serve as speaker and/or strategic partner during Orientation, regional events, and other events that support the lifelong opportunities available to Loyola alumni.
- Creating a Scholarship Committee, thereby allowing the board to become more engaged and involved in the admission process.

The Alumni Services Committee focuses on creating additional benefits and services for alumni that advance their personal, professional, intellectual, and spiritual growth by:

- Identifying useful, convenient, financial benefits throughout the lifecycle of alumni.
- Implementing one benefit each year for the next two years.
- Coordinating and sharing successful partnerships, upcoming events, and services with other Loyola departments on campus.

The Career Services Committee focuses on strengthening the professional network, providing opportunities for lifelong learning, and increasing career opportunities for alumni by:

- Educating and regionalizing the existing success of the Baltimore Career Forum.
- Creating a template for replication and scale of existing successful events and programs.
- Identifying regional opportunities to conduct the Woodstock Business Conference.
- Coordinating with Loyola’s Career Center to disseminate the existing available set of coaching tools and identify new career services to assist our alumni.

The Regional Programs Committee focuses on coordination between the University’s Mission and Alumni Association’s goals and objectives with the Regional Chapters, for the purpose of supporting all Loyola alumni, regardless of location, by:

- Developing and implementing a plan to communicate frequently and efficiently with regional chapters.
- Distributing a Regional Board Newsletter 2x a year.
- Establishing and managing a Regional Board of Presidents.

The Service and Spirituality Committee focuses on identifying ways to engage alumni through service and spirituality opportunities and serves as a resource for Regional Chapter efforts by:

- Developing a system of communications among regional chapters.
- Developing a Services Handbook, compiled list of opportunities, on a region-by-region basis.
- Developing a Loyola Day of Service.

**Indicators of Progress**

Increased participation in programs, services, and events of the Loyola University Alumni Association by 10% over 2010-11 participation levels.

Achieve at least a 4.0 (out of a possible 5.0) for all major events as measured through surveys, evaluations, phone calls, and anecdotal evidence.

Increase, by 10% over 2010-11, the number of volunteers and opportunities to serve the University’s interests.

In 2011-12, establish at least one meeting with all key partners, both internal and external, for the purpose of ensuring mutual alignment. Utilize this meeting to establish at least one (1) goal to be collectively achieved with each key partner.
Demonstrated usage and satisfaction with Alumni Services partners. 10% increase over the 2010-11 levels.

Using all modes of media available to the university, communicate regularly with our fellow alumni on behalf of the association and the university.