

**Laurentian University Alumni Association  
Strategic Plan 2011-2016: Building for Tomorrow**

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## LUA A VISION STATEMENT

To engage current and future alumni to become lifelong partners with Laurentian University.

## LUA A MISSION STATEMENT

The LUA A connects, celebrates and engages current and future alumni to build lifelong relationships that support Laurentian University.

## STRATEGIC GOALS

1. Communicate with current and future alumni about the University and the LUA A
2. Keep alumni connected to the university and to each other through accurate alumni records
3. Facilitate the development of student and alumni leaders
4. Recruit current and future alumni as LUA A volunteers
5. Develop a financial model that ensures fiscal viability and supports sustained, consistent alumni engagement

## EXECUTIVE SUMMARY

Founded in 1975, the Laurentian University Alumni Association (LUA A) is the voice of the University alumni and the champion of University alumni relations. The LUA A is committed to building an active lifetime connection between the alumni and the University, a connection that responds to the priority needs of both alumni and the University.

To provide the best programs, services and events possible, the LUA A is engaged in the ongoing implementation and review of a five year strategic plan – *Building for Tomorrow*. *Building for Tomorrow* combines the insight and expertise of LUA A board members, Alumni Relations staff, key University administrators as well as the wider alumni community, through consultation in the 2008 Alumni Engagement Survey.

This strategic plan will allow the LUA A board, and its respective committees to set a roadmap for the next five years and also provides a tool to measure accountability along the way. It is the intention of the LUA A Board that this be a living document, and that as new campus and/or university initiatives are undertaken, additions and/or updates to this plan will be considered and implemented as needed.

## **GOAL #1: COMMUNICATE WITH CURRENT AND FUTURE ALUMNI ABOUT THE UNIVERSITY AND THE LUAA**

### **Action 1: Develop a Communications Plan**

#### **Possible strategies**

- Broaden the use of technology and social networking opportunities
- Build in a component to communicate funding needs and funding success stories to students and alumni
- Market and promote the LUAA through consistent, high-quality visual communications
- Leverage existing communications resources and collaborations to focus and align communication strategies and messages that increase impact and support new and ongoing objectives for alumni engagement
- Use the strategic planning process as a platform to work with LU and University partners to better align alumni communications around central themes, university priorities and areas of particular interest to alumni
- Actively engage “LU Connection” readership
- Track and record statistics on the LUAA website
- Enrich the content and expand the features of the LUAA website to spotlight activities and individuals to more closely link alumni with the University
- Strengthen the LUAA’s collaboration and partnership with the University Alumni Relations and Marketing and Communication Offices
- Communicate Campaign messages regularly to LU alumni, through various communication means

### **Action 2: Create greater alumni presence and profile both on and off campus**

#### **Possible strategies**

- Provide alumni with a regular opportunity to dialogue with University leadership
- Communicate the strong leadership and the successful alumni we have
- Organize guest speaker forums and other events
- Promote “LUAA Preferred Establishment” campaign
- Celebrate and showcase alumni and University achievements
- Continue identifying alumni across the country who are leaders in their respective fields and who can help put Laurentian on the national map through their own success stories
- Better promote Alumni Recognition Awards
- Include features in media and on LU’s website
- Continue applying for national awards for qualifying LU alumni to highlight their successes across the country and internationally

## **GOAL #2: KEEP ALUMNI CONNECTED TO THE UNIVERSITY AND TO EACH OTHER**

### **Action 1: Maintain, update and manage the database of alumni records**

#### **Possible strategies**

- Increase the number of accurate member addresses
- Work with the University to put in place database efficiencies across campus to allow a better flow of information into the student system, which would by default provide better information to the advancement database
- Work with all departments/chapters to ensure accurate lists and collaboration with distribution of information
- Decrease the percentage of tracing and lost alumni by 5%

### **Action 2: Enhance and increase percentage of engaged alumni**

#### **Possible strategies**

- Set a new “active” alumni goal, including a definition of active alumni
- Investigate opportunities to build and expand on benefits/perks to alumni
- Increase the number of new active alumni
- Enhance and expand the features of the online community, including social networking tools
- Engage support from other university departments/chapters to increase number of active alumni

## **GOAL #3: FACILITATE THE DEVELOPMENT OF STUDENT AND ALUMNI LEADERS**

### **Action 1: Create opportunities for students to learn about the LUAA and how their support can impact the future of Laurentian University and its students**

#### **Possible strategies**

- Establish advisory groups to obtain input on student needs/interests and young alumni program interests
- Collaborate with other on-campus units to obtain input on student needs/interests
- Create an LUAA awareness campaign

## **Action 2: Continue developing the Laurentian Student Alumni (LSA) program to develop student leaders and future alumni leaders**

### **Possible strategies**

- Work with student leaders to integrate them into the LSA
- Continue to develop successful LSA programs to enhance student involvement across campus
- Develop new programs with the LSA, such as the Class Gift, to encourage student engagement across campus
- Assess the financial implications and determine the viability of additional student services administered by the LSA

## **GOAL# 4: RECRUIT CURRENT AND FUTURE ALUMNI AS LUAA VOLUNTEERS**

### **Action 1: Develop a new strategic direction for alumni Chapters / Sub-groups**

#### **Possible strategies**

- Set a new membership goal of number of Chapters/Subgroups
- Enhance the number of alumni participants across Canada through alumni Chapters/Subgroups and in areas where Chapters/Subgroups do not yet exist

### **Action 2: Identify opportunities for increasing and enhancing engagement and participation in alumni programs**

#### **Possible strategies**

- Coordinate annual reunion program for milestone anniversaries
- Develop a lifecycle approach to alumni engagement – agreeing on the consistent terms “young alumni”, “family” and “mature” – and offer activities to each defined group according to alumni needs and interests during key phases of their lives
- Create a bi-annual signature event
- Better promote existing volunteer opportunities
- Revive student-alumni mentorship program
- Assist the University with student recruitment efforts
- Continue recommending alumni who are leaders in the community and therefore potential LUAA board volunteers and advisors
- Develop new graduate welcome receptions
- Tie in messaging about university priorities to alumni events
- More effectively communicate to Laurentian alumni the strong leadership and the successful alumni we have
- Add alumni merchandise to website for online purchases

### **Action 3: Strengthen the roles current and future alumni play in helping advance the University and the LUAA**

#### **Possible strategies**

- Enhance opportunities to involve alumni in student, faculty, and staff recruitment and retention initiatives
- Provide engagement opportunities
- Support and encourage on-campus clubs and organizations
- Support the university's comprehensive fundraising campaign
- Communicate success of new educational programs and initiatives

### **GOAL #5: DEVELOP A FINANCIAL MODEL THAT ENSURES FISCAL VIABILITY AND SUPPORTS SUSTAINED, CONSISTENT ALUMNI ENGAGEMENT**

#### **Possible strategies**

- Continue to develop and present a compelling case for continued financial support for Alumni Relations
- Strengthen the financial health of the LUAA by broadening and enhancing strategic partnerships, internally and externally
- Advocate better communication to alumni to inform them how their donations impact Laurentian
- Support a consistent annual appeal to encourage annual donations from alumni
- Support promotion for planned giving
- Establish and monitor rolling three- to five-year budgets
- Optimize the revenues from, and enhance the relationships with, new and existing corporate and affinity partners
- Investigate new relationships with corporate and affinity partners

## IMPLEMENTATION STRATEGIES

Guided by the LUAA's short-term aspiration, the 2011-2016 Strategic Plan identifies key goals and initiatives for the next **five** years. These initiatives will be implemented through the LUAA's annual operating plans and budgets.

The plan is a "living document" that will be assessed twice each year through a status report presented by LUAA committees to the LUAA Executive Committee. The plan will also be assessed annually by the Board of Directors to reforecast initiatives as changes occur at the University and the alumni relations environment.

Success will be determined by the extent to which our goals have been met.

## CONCLUSION

Guided by the LUAA's long-term aspirations, the Strategic Plan identifies key goals and priorities for the next **five** years. The Strategic Plan initiatives will be integrated into the LUAA's annual plans so that clear accountability and measurable outcomes are established. Plans will be reviewed throughout the year, with re-evaluating twice a year (March and December). Measuring alumni satisfaction as we move forward also will assist the LUAA to recalibrate plan strategies and tactics to ensure that the programs we invest in and deliver are the programs that alumni value.

Armed with our 2011-2016 Strategic Plan and reenergized by our vision, the LUAA is dedicated to engaging the energy, talent, volunteer service, and support of the University's most valued asset – the LU alumni – and strengthening their relationships with the University and each other. Adoption of this plan by the LUAA Board of Directors expresses our strategic commitment to the desire by alumni for strong, relevant, and active alumni programs that serve alumni in their personal lives, their careers, and their communities.

The LUAA will demonstrate progress toward the goals of this Strategic Plan through a variety of ways:

- Improved communication with current and future alumni;
- Maintaining lifelong alumni connections to the University and each other;
- Fostering student/alumni leaders and volunteers; and,
- Developing a financial model that ensures fiscal viability and supports sustained, consistent alumni engagement.

Enhancing coordination among the LU partners/audiences that serve alumni will be important to the university-wide spirit of collaboration that will benefit all LU alumni.