

**Jackson State University
National Alumni Association, Inc.**

2008-2011 Strategic Plan

“Gearing Up for Greatness”

Mission

The mission of Jackson State University National Alumni Association, Inc. is to participate as a **strategic** partner with the University in supporting the University’s continued success through student recruitment, alumni retention and expansion, financial support, public relations and community outreach.

Vision

Our vision is to inspire and empower each alumnus to think, speak, and act for the good of the University **and the Association**.

Core Values

Our core values emphasize:

- Access to education for all students
- Collaborative efforts with the University to assist it in fulfilling its mission
- Accessibility, mutual respect, complete honesty, integrity, and accountability in all that we do
- Diversity in people and thinking
- An environment of open communication
- Effective utilization of our time and resources
- A philanthropic spirit
- Self evaluation for continuous improvement

Note: Changes to the Mission Statement and Vision are bolded.

**Jackson State University
National Alumni Association, Inc.**

2008-2011 Priorities

Manager

- | | |
|------------------------------|-----------------------|
| 1. Image Building | Linda Mark |
| 2. Communication | Executive Director |
| 3. Membership | 2 nd VP |
| 4. Partnerships | To be assigned |
| 5. Giving and Fundraising | 1 st VP |
| 6. Administrative Procedures | President or designee |

Role of Priority Managers

1. Serve as priority owner or champion
2. Assemble and chair a small group of stakeholders to generate strategies for assigned priority
3. Determine reasonable, measurable outcomes, assessment methods (s), and budget for each priority
4. Assign responsibility and timeline for implementing the strategies
5. Monitor progress achieved through regular status meetings at which progress is reviewed, issues identified, and actions assigned
6. Serve as priority spokesperson at Board meetings
7. Document outcome of priority

Priorities and Committee Linking

<u>Priority</u>	<u>Committee</u>
1. Image Building	Public Relations Political Action Awards and Recognitions Biennial National Conference Courtesy and Hospitality Appointed Ad-Hoc Committees
2. Communication	Biennial National Conference Courtesy and Hospitality Appointed Ad-Hoc (such as Web, newsletter)
3. Membership	Membership and Recruitment
4. Partnerships	Political Action Executive Appointed Ad-Hoc Committees
5. Giving and Fundraising	Fundraising Scholarship
6. Administrative Procedures	Executive Budget Elections and Nominations Constitution and By-Laws Audit

Jackson State University
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2008-2011 Goals

1. The image/perception of the Association by its stakeholders and the general public will improve each year.

Expected Outcome and Measurement:

- *The general alumni, University staff, and the general public will indicate a high level of **awareness** of the business and services of the Association on a Perception Survey and via focus groups.*
 - *The general alumni, University staff, and the general public will indicate a high level of **satisfaction** with the business and services of the Association on a Perception Survey and via focus groups.*
- 1.1 The Office for Alumni Affairs will provide first-rate customer service/relations.
 - 1.2 The media will cover major alumni events.
 - 1.3** The website will be managed.
 - 1.4 The Association will increase the visibility of promotional items and paraphernalia.
 - 1.5 The Association will market itself through a recognizable logo and slogan, press releases, presentation templates, newsletters, professional brochures, stationery, and business cards.
 - 1.6 The Association will use advertising strategies to publicize events to its targeted market.
 - 1.7 The Association will engage in and publicize partnerships with the University and the local community.
 - 1.8 The Association will provide input to the ***Institutions of Higher Learning (IHL)***.
 - 1.9 The Association will become more inclusive with diverse representation on the Board and on committees.
 - 1.10 The Association will become more responsive to the needs of the alumni by addressing issues identified by focus groups and the general alumni.
 - 1.11 The Association will demonstrate fiscal responsibility and sound business and administrative practices.
 - 1.12 The Association will provide timely communication to alumni members.
 - 1.13 Board members will dress appropriately (business or business casual) at official meetings and events.

2. **The Association will improve its communication with the general alumni.**

Expected Outcome and Measurement:

- *The general alumni will indicate a high level of satisfaction with the **communications from the Association** on a Perception Survey and via focus groups.*
- *The general alumni will indicate a high level of satisfaction with the **Association's web site** on a Perception Survey and via focus groups.*

- 2.1 A diverse messaging approach will be used to communicate with alumni of all ages.
- 2.2 The website will be regularly updated to provide more capabilities.
- 2.3 A semi-annual newsletter will be disseminated with the majority disseminated electronically.
- 2.4 All major documents will be posted on the website.
- 2.5 All membership incentives will be communicated nationwide.
- 2.6 Electronic updates will be continued.
- 2.7 Communication will be delivered to all identified alumni regardless of financial status.

3. **Membership will increase by 10% during the 2008-2009 academic year and by 10% each subsequent year.**

Expected Outcome and measurement:

- ***Regular membership*** will increase from **1427** in the 2007-2008 academic year to **1590** in the 2008-2009 academic year.
- ***Regular membership*** will increase from **1590** in the 2008-2009 academic year to **1750** in the 2009-2010 academic year.
- ***Regular membership*** will increase from **1750** in the 2010-2011 academic year to **1925** in the 2010-2011 academic year.

- **Life membership** will increase from **728** in the 2007-2008 academic year to **800** in the 2008-2009 academic year.
- **Life membership** will increase from **800** in the 2008-2009 academic year to **880** in the 2009-2010 academic year.
- **Life membership** will increase from **880** in the 2009-2010 academic year to **968** in the 2010-2011 academic year.

(baseline data supplied by Lonnie Simpson)

- 3.1 Membership drives will be conducted at the national and chapter levels.
- 3.2 Each Board member will be charged with recruiting a minimum of two members annually.
- 3.3 Two chapters will be formed during the 2008-2009 academic year and two each subsequent year.
- 3.4 An international chapter will be explored.
- 3.5 Membership in the Pre-Alumni Club will be expanded.
- 3.6 An alumni orientation session will be provided for college seniors.
- 3.7 Focus groups of non-financial alumni will be held and results will be used for continuous improvement of the recruitment process.
- 3.8 A young alumnus (age 35 or younger) will be appointed to the Executive Committee and young alumni will be appointed to standing and ad-hoc committees.
- 3.9 Alumni in top professions will be targeted for membership.
- 3.10 Payment of dues on-line will be encouraged.
- 3.11 Current membership incentives will be re-examined for possible expansion or change.
- 3.12 Courtesies will be extended to alumni during special occasions and bereavement.
- 3.13 An inactive alumni data base will be sent to by RVP's and chapter presidents for recruitment.

4. **The Association will build partnerships with other entities for mutual benefits.**

Expected Outcome and Measurement:

- *The Association will establish a minimum of **five** partnerships with students/student groups, University departments, community-based organizations and businesses/companies.*

- 4.1 Mentorships and internships will be provided through partnerships with students.

- 4.2 Social issues will be addressed through partnerships with community/faith-based organizations.
- 4.3 Benefits such as discounts on products and services will be received through partnerships with businesses/companies.
- 4.4 Partnerships will be communicated to the general alumni and links provided on the Association's website.
- 4.5 Revenue will be generated through partnerships with social agencies, financial institutions, travel and hospitality services, and the retail industry.
- 4.6 A partnership committee will be appointed to initiate partnerships for Board approval.

5. Alumni giving and fundraising will increase by 10% during the 2008-2009 academic year and by 10% each subsequent year.

Expected outcome and Measurement:

- *Alumni will give **\$423,242** to the University in cash and other assets during the 2008-2009 academic year.*
- *The Association will give **\$465,890** to the University in cash and other assets during the 2009-2010 academic year.*
- *The Association will give **\$512,479** to the University in cash and other assets during the 2010-2011 academic year.*

(baseline data supplied by Lonnie Simpson)

- *The Association will give an annual minimum of \$_____ for student scholarships, to various student/University groups and departments, and student/University-related projects.*

(Amount recommended by the Scholarship Committee)

- *The Association will net \$_____ from fundraisers during the 2008-2009 academic year.*
- *The Association will net \$_____ from fundraisers during the 2009-2010 academic year.*
- *The Association will net \$_____ from fundraisers during the 1010-2011 academic year.*

Note: These amounts will be recommended by the Fundraising Committee and approved by the Board.

- 5.1 By 2011, each Board member must become a member of one of the University's gift clubs.
- 5.2 A giving challenge will be assigned to each chapter and reunion class.
- 5.3 Giving on-line will be encouraged.
- 5.4 The Association will work collaboratively with the University in soliciting alumni to give to Campaign JSU and to develop a comprehension system to better capture giving.
- 5.5 The Association will hold two major fundraisers each year, one in conjunction with Homecoming.

6. The Association will follow sound business practices and administrative procedures.

Expected Outcome and Measurement:

- *The publication of a standing operating manual*
- *A revised Constitution if appropriate*
- *Timely notices of meetings*
- *Timely committee reports*
- *A cost analysis report*
- *An up-to-date Alumni database*
- *Written Strategic Plan progress reports*
- *Budget and Audit reports*

- 6.1 A standard operating manual will be published, disseminated and applied.
- 6.2 The Constitution will be reviewed to address issues relating to the election process and procedures, the Biennial National Conferences, and other concerns.
- 6.3 The Constitution will be applied as appropriate.
- 6.4 Other than special call meetings, all notices of upcoming meetings will be sent at least 30 days in advance and minutes, committee and financial reports relative to meetings must be disseminated at least 10 days prior to the meeting.
- 6.5 A progress report on the implementation of the Strategic Plan will be given at each Board or Council meeting.
- 6.6 The annual budget will be developed to support the Strategic Plan.
- 6.7 Periodic audits of the Association's finances will be conducted.
- 6.8 A cost analysis will be conducted on the amount spent on annual mail-outs.
- 6.9 The Association will purge its database for duplications.