**Strategic Plan Goals**  
Office of Alumni Relations

**Inspire alumni to maintain a lifelong connection with their alma mater**

<table>
<thead>
<tr>
<th>Actions</th>
<th>Measurable Outcomes</th>
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| Communicate strategically with graduates to create and enhance affinity with the campus | - Increase e-newsletter open rate to 20%  
- Increase participation in social media  
- Obtain sponsors for printed newsletter  
- Increase participation in special events |
| Invest in affinity-based programming to engage graduates | - Develop alumni engagement program for each college (and for departments as needed)  
- Launch Harris Connect e-communication program campus-wide |
| Increase communication with the campus to create widespread opportunities for outreach | - Send semi-annual report of activities to the campus  
- Host semi-annual forums to encourage alumni outreach  
- Create alumni relations working group that meets quarterly to discuss best practices |
| Enhance connections between alumni and students | - Restructure and increase participation in student alumni club  
- Enhance outreach to graduating seniors  
- Showcase alumni relations at athletic events and Back to the Bluffs  
- Establish alumni mentoring opportunities |
| Showcase our graduates to increase pride among alumni, students, and faculty/staff | - Create online class notes  
- Publish alumni profiles monthly  
- Celebrate achievement on social media  
- Utilize alumni success as a recruitment tool |
| Expand opportunities for alumni involvement | - Create Alumni Executive Board  
- Strategically launch regional chapters  
- Develop alumni volunteer program  
- Increase special event offerings to attract wider audience  
- Use alumni as recruiters |
UNIVERSITY ADVANCEMENT
Strategic Planning 2020
Draft

Goal:

Continue the development and expansion of University Advancement to meet critical University strategic needs.

Actions:

Develop an aggressive in-house federal relations program that increases university grant and research opportunities in Washington D.C.
Develop in-house capabilities to support all non-student recruitment marketing efforts.
Continue to develop in-house capabilities to develop and advance the university’s social media program
Develop and manage a centralized university calendar system.
Assume responsibility for university website content development and web/electronic communication strategies.

Improve the university’s emergency communication plan to be among the best in the country through a review of best practices.

Outcomes:

Improved and expanded grant results from D.C. agencies to support University initiatives

Significant reduction of campus dollars spent to outside agencies to develop marketing materials and increased efficiencies in meeting campus needs for marketing materials in a timely manner

Well-developed social media program managed in-house that effectively uses social media to promote, market and educate constituents about the University.
An effective, up-to-date, comprehensive calendar that faculty, staff and students are aware of and serves as their primary resource for knowing about campus community activities and events.

UA is developing and managing all university website content and leading university departments in making the UCCS web site among the best of regional college web sites in support of the university’s marketing plan.

Have one of the best emergency communications plans that has been tested and is understood by the campus community