Alumni Strategic Plan

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November 28, 2012
Mission

The UMass Dartmouth Alumni Relations Office strives to celebrate and engage alumni and friends with the University and each other through lifelong connections.
What Do We Want to Achieve?

- Connect Alumni with the University and each other
- Promote a sense of pride
- Position UMass Dartmouth as a lifelong resource
- Create relevant programming which attracts all alumni
- Develop regional opportunities for alumni
- Increase student awareness of alumni involvement
- Provide students and alumni unique opportunities to interact and learn from one another
How Will We Accomplish This?

- Communications
- Engagement & Outreach
- Student Outreach
Communications

- New Alumni Website
  - www.umassd.edu/alumni
- Monthly E-Newsletter
  - Corsairs Connection
- Event Marketing
- Social Networking
  - Facebook (1,302 likes)
  - LinkedIn (753 members)
  - Twitter (337 followers)
- UMass Dartmouth Magazine
- General Correspondence
Engagement & Outreach

Offer at Least 50 Opportunities for Alumni Engagement

• Events
  – 50 events planned for FY13
  – Types of programming:
    • Community Service
    • Cultural
    • Educational
    • Family
    • Networking/Career Development
    • Recognition
    • Regional
    • Young Alumni
Engagement & Outreach

Year in Review…

- **FY10**
  - 22 events; 476 attendees

- **FY11**
  - 16 events; 328 attendees

- **FY12**
  - 49 events; 1,849 attendees

- **FY13** (to date)
  - 22 events; 1,739 attendees
Engagement & Outreach

Volunteer Opportunities

• UMass Dartmouth Alumni Association Board of Directors
  – 18 alumni members

• UMass Law Alumni Association Board of Directors
  – 16 alumni members

• Alumni Ambassador Program
  – Launch program in Spring 2013
  – 10 Alumni Ambassadors by the end of FY13
Student Outreach

Transition Students into Involved Alumni

• Student Alumni Association
  – Formed in Fall 2012
  – Ambassadors on campus

• Develop student/alumni programming
  – Alumni panel discussions
  – Senior year transitional programming
Strategic Goals for 2012 - 2013

Increase Alumni Engagement With the Campus

• Establish the Student Alumni Association
• Launch a new alumni web site
• Create a monthly e-newsletter, Corsairs Connection
• Reach a larger number of alumni through all media
• Offer at least 50 opportunities for alumni engagement
• Increase alumni participation rates at events and programs
• Develop panels of recent successful alumni to interact with students
• Launch Alumni Ambassador program for outreach to regional alumni
Questions?