



UMass

Dartmouth

UNIVERSITY OF MASSACHUSETTS DARTMOUTH

Alumni Strategic Plan

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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?