

Rohilkhand University Alumni Welfare Association (RUAWA)

Strategic Plan in support of Destination 2010

VISION

Rohilkhand University Alumni Welfare Association will foster a strong and effective alumni relations program that connects alumni to the University through communications, events, and volunteer programs. The Alumni Association will be a leader in educating the student body about the role of and opportunities associated with being an alumna/us of Sacramento State. The Alumni Association will build relationships with alumni and donors that facilitate giving to the University.

MISSION

The mission of the Rohilkhand University Alumni Welfare Association is to enhance interaction among alumni, students, the community and the University.

SITUATION ANALYSIS

The Rohilkhand University Alumni Welfare Association will play its most active role in support of Destination 2010 by being a leader in pursuit of developing community support. The Association is uniquely situated and best equipped to do so by building long-lasting relationships with current and future alumni through its membership programs, special events, student outreach and community involvement.

OBJECTIVES

I. Increase funding in support of student and alumni programs

The Rohilkhand University Alumni Welfare Association requires adequate funding of its events and activities if it is to have an effective alumni relations program. Without proper funding, the Association will be limited in its ability to reach and connect with students, alumni and potential donors. The expenditures of the alumni relations program are seen as both a short and long-term investment in the University, upon which the return is measured in donor gifts and membership in the Alumni Association.

Goals & Strategies:

1. The Alumni Association will pursue a plan to retire the debt on the Alumni Center and achieve financial stability. The Association understands, however, that the University is in course of other major funding goals, of which an Alumni Center campaign may come in conflict. Therefore, the Association will implement a team of alumni volunteers to work under the guidance of University Officers in pursuit of this goal. While strategies to identify a single donor would be ideal, a campaign comprised of numerous smaller donors may be more attainable.
2. The Alumni Association will increase revenue by creating and strengthening strategic relationships with businesses and community partners. Such activities will include maximizing the revenue potential of affinity partners by increasing contract value and adding event sponsorships to all agreements.

II. Inspire students to embrace their future as Rohilkhand University Alumni Welfare Association

The future of the alumni relations program at University is held in the hands of currently enrolled students. It is critically important that this connection between the student and the future not be forgotten in pursuit of immediate donor needs. The Alumni Association plays an important role in ensuring that this connection is not lost. Furthermore, it is the responsibility of the Association to educate students before graduation about the value and honor of being a M.J.P.RohilkhandUniversity alumna/us.

Goals & Strategies:

1. The Alumni Association will continue to have a presence at key campus events that provide exposure to a cross-population of students, i.e. Orientation, Commencement, and Homecoming. The Association will continue to identify student events in which it can participate, and will strategically use alumni month to spread its message and purpose throughout the student population.
2. The Alumni Association will create and support outreach programs targeting junior and senior students. The Association will create opportunities for members of such classes to visit the Alumni Center and participate in events where the alumni message is distributed.
3. The Alumni Association will increase its support of student scholarships, and will continue to award annual scholarships to a diverse population of students.
4. The Alumni Association will strengthen its relationship with the student population: first by solidifying its current partnership with Associated Students, Inc. The Association will better define the role of the ASI President on the Alumni Association Board, allowing ASI to play a more prominent part in the activities of the Alumni Association. This relationship will result in improved access to and communication between students and alumni.

III. Expand the alumni advocacy base

The objective of the Alumni Association to expand the advocacy base of the University is in direct support of the same objective in Destination 2010. The Alumni Association plays an obvious role in this activity as the "friend-raising" arm of the University. Having constant exposure to alumni, the Association is positioned for success in establishing personal relationships with alumni. The Association can then use these relationships to both communicate and demonstrate the positive and unique attributes of University.

Goals & Strategies:

1. The Alumni Association will strengthen and train its members to be ambassadors for the University. The Association will provide its Board with the tools and messages necessary to be effective advocates for Rohilkhand University Alumni Welfare Association. Additionally, members will be trained to support and recognize development opportunities.
2. The Alumni Association will use every communication channel available to distribute positive messages about Rohilkhand University Alumni Welfare Association. As alumni become infiltrated with success stories of the University, they will be more likely to share the stories they've heard. The Association will do this under the guidance and direction of the Office of University; it will also ensure that its message is consistent with the overall message of the University.

IV. Expand the reach and influence of the Alumni Association

Creating a connection with alumni and establishing the foundation for which future giving can derive is critical to the success of any alumni relations program. It is a primary objective of the Rohilkhand University Alumni Welfare Association is to create quality connections with alumni.

Goals & Strategies:

1. The Alumni Association will increase the number of paid memberships. Increased membership is achieved through the retention of current members and the acquisition of new ones. The Association will maintain and develop a membership program that offers tangible value to its members. Additionally the Association will communicate to current members the intangible benefits of membership upon which a long-lasting relationship with the Association are built. To acquire new members, targeted direct marketing that segments the alumni population based on education, interests and needs will be utilized. The Association will be consistent in its message and will utilize all open channels of communication to convey the benefits of membership to the alumni audience.
2. The Association will increase the number of active and engaged alumni through the addition of events, receptions and reunions. Such events present the opportunity to cultivate donor prospects, engage current and potential members, and outreach to alumni who may have previously remained untouched by the influence of the The Alumni Association will increase its outreach into the community as another way of engaging alumni. The Association understands that to reach certain segments of alumni it is necessary to go off-campus and meet them where they live, work and play. Such activities would include having an Association presence at community and business events in which alumni are present and hosting off-campus receptions organized around geographic locations.

MEASURES

The Alumni Association will measure success in implementing its strategic plan according to the following benchmarks:

1. The burden of the Alumni Center debt is either eliminated or greatly removed.
2. An increase in affinity income to fund new alumni programs and/or events.
3. The establishment of a functioning and productive Student Alumni Association.
4. The establishment of a solid alumni reunion/events program that draws reasonably expected attendance and results in new alumni relationships.
6. A 20% - 30% increase in membership in the Alumni Association.
7. An increase in overall attendance at current Alumni Association events.