



Strategic Plan of the Franklin & Marshall Alumni Association September 13, 2008

MISSION

The mission of the Franklin & Marshall College Alumni Association is to advance the welfare of the College and its alumni by engaging alumni in the life of their alma mater; fostering and strengthening the connections between and among alumni, students, and the rest of the college community; and inspiring in alumni and students a life-long sense of loyalty toward, pride in, and support of the College.

This plan describes the four strategic goals of the Alumni Association. We will measure our success in the achievement of these goals by using the following criteria:

1. Increase the gift size and the level of Alumni participation in the Annual Fund (2% annually).
2. Increase number of alumni attending/ participating in programs and events (5% annually).
3. Increase number and strength of alumni interested in serving on the Alumni Board (10% annually).
4. Encourage the number of Alumni Legacy applicants (1% annually).
5. Increase the number of nominations for Alumni Board awards (5% annually).

Note: Each annual percentage growth is based on the percentage times the number, e.g. 8000 givers to the annual fund x 2% = 160 new donors.

OUR STRATEGIES AND TACTICS ARE:

Strategic Goal	Tactics	Projected Timetable TBD	Projected Budget TBD
<p>I. Increase percentage of alumni supporting the F&M Fund</p>	<p><u>Development</u></p> <ul style="list-style-type: none"> a. Increase the sense of alumni ownership of the Franklin & Marshall Fund. Clearly articulate what Franklin & Marshall Fund dollars accomplish. Work with the Franklin & Marshall Fund Advisory Group and the Director of Annual Giving to increase the number of alumni soliciting alumni, ensure the consistency of the messages these alumni communicate, and coordinate targeted solicitations of affinity groups. b. Ensure continued 100% participation by the Alumni Board and challenge other alumni groups to do the same. c. Identify lapsed donors (including former Alumni Board members); board members to solicit via letterhead/ mail, personal notes, email, phone calls; work with the Office of Annual Giving to coordinate appeals and avoid overlap. d. Beginning with a pilot program, collaborate with Annual Giving staff on the implementation of a comprehensive Class Agent Program using the Reunion Volunteer structure as a model for reactivating leadership and identifying new leadership; investigate the implication of funding. e. Partner with development officers to review prospects and accompany them on solicitations of select annual and major gift donors. f. Create annual challenge program for GOLD alumni to increase and maintain participation; requires challenge fund donation or funding. g. Develop a program to recognize donors who have increased their annual giving gift by 50%. 		

	<p><u>Marketing</u></p> <p>h. Work with the Office of Annual Giving to promote the F&M Fund through the college magazine; include analysis of participation and giving along demographic lines (geography, decade, gender, major, athletics, other affinity striations); stress importance of participation rate to national rankings.</p> <p><u>Chapters</u></p> <p>i. Alumni Board liaisons should encourage 100% giving goal for regional chapter leadership, modeled after the board.</p> <p>j. Strongly encourage chapter leaders to host regional phonathons staffed with volunteers from the area; assist development in recruiting participants for regional phonathons and chapter fund raising events.</p> <p>k. Ensure that information and staff from Development are present at flagship events.</p> <p>l. Ask the college to provide regional gift reports that can be used as a pride point for the Regional Chapters.</p>		
<p>II. Establish Homecoming (HC) and Reunion (R) as the flagship campus events; support other marquee events as they emerge</p>	<p><u>Events</u></p> <p><i>Reunion</i></p> <p>a. Create energy at Reunion by hosting a Friday night “Welcome Reception” for all alumni.</p> <p><i>Homecoming</i></p> <p>b. Recommend and support a headline attraction, e.g. a popular band or other entertainer, an author, a political figure or thought leader with strong targeted demographic appeal agree.</p> <p>c. Host ‘milestone’ reunions on the class reunion model for those affinity groups observing key anniversaries.</p> <p>d. Create one year reunions and special events for GOLD alumni at Homecoming.</p> <p>e. Host targeted receptions for affinity groups with the president.</p> <p><i>Both Events</i></p> <p>f. Identify and sponsor events at R/HC built around key college milestones (e.g. upcoming 40th anniversary of co-education).</p>		

	<ul style="list-style-type: none"> g. Utilize web technology available by the college at Spring Arts Weekend and Commencement to pique interest in upcoming R and HC. Identify key affinity group members to serve on planning committees. h. Engage Blue and White Society members and representatives from the Houses on the Events Committee to better integrate the needs, desires and thoughts of the current student body. i. Engage faculty in events as a draw. <p><u>Marketing</u></p> <ul style="list-style-type: none"> j. Collaborate with college staff on comprehensive marketing plan for HC & R including mailings, e-mail blasts, advertising, and articles in alumni magazine. k. Research the effectiveness of creating F&M HC/R Facebook community. <p><u>Chapters</u></p> <ul style="list-style-type: none"> l. Target communications from chapter chairs to local alumni encouraging attendance. m. Promote R and HC at all regional events with a mention in remarks and fliers. 		
<p>III. Offer programs and services that will engage alumni and increase the perceived value of Alumni Association Membership.</p>	<p><u>Executive</u></p> <ul style="list-style-type: none"> a. Designate an Alumni Board liaison to the Admissions Office. This individual would coordinate directly with Admissions to identify the volunteer needs of the Admissions Office. b. Continue to champion the creation of a physical means of recognition (e.g., wall) for the Society of Distinguished Alumni. c. Reinvigorate drive to build an Alumni House on campus. d. Support an Alumni Travel Program and an Alumni College Program at Reunion, to be organized by Alumni Relations. <p><u>Marketing</u></p> <ul style="list-style-type: none"> e. Increase awareness of services offered to alums. <ul style="list-style-type: none"> 1. Create and distribute brochure outlining all services offered to alums (credit cards, insurance, etc). Make this available at chapter and campus events 2. Work with the Alumni Relations staff to ensure that the website is continually updated 		

3. Publish an overview article in F&M Magazine
4. Email/mail to parents about GradMed in April/May
5. Offer premiums for updating alumni profiles on alumni website
6. Support putting *College Reporter* on line; consider e-mail subscriptions at no/low cost
7. Ensure Alumni Association element in all alumni communications from the college
8. Support the designation of a liaison between the Office of College Communications and the Alumni Board
9. Develop ways to recognize legacy students, their families and alumni

Events

- f. As the college's technology allows, support a live webcast of the president and prominent Greek alums and current students on Greek re-recognition and make available to chapters.
- g. As the college's technology allows, support other webcasts of key campus speakers (including the president), concerts, visitors to the Writers House, commencement, freshman orientation, etc. Create a separate portion of the homepage that lists and links to the webcasts.
- h. Create opportunities for alumni to update their profiles, sign up for F&M Connect, and post class notes for the magazine at Homecoming, Reunion or appropriate chapter events.

Career Services

- i. Increase alumni enrollment in F&M Connect.
 1. Emails
 2. F&M Magazine success stories
 3. Premiums for registering
 4. Increase the number of Career Service partners through the support of regional career events
- j. Encourage alumni to send internship opportunities to Career Services, specifically targeting largest employers of F&M alumni.
- k. Publicize career/networking success stories in F&M magazine and website; student/alumni and alumni/alumni.

- l. Encourage faculty involvement in academic/career outreach efforts.
- m. Establish an alumni mentoring program that primarily brings back alumni for face-to-face discussions with small groups of students. A partnership of Career Services, the Alumni Board, College Advancement and perhaps the Blue and White Society.

Chapters

- n. Implement annual survey of preferences for chapter events. Implement post-event satisfaction survey. Continue support of chapters planning ambitious, flagship events with additional funding through the "Request for Funding" program.
- o. Subsidize events for GOLD alumni to build Young Alumni network.
 - 1. Secure additional funding to support these subsidies
- p. Create Young Alumni Groups in large metropolitan areas that are offshoots of the Chapter Councils and operate somewhat independently to target, program and execute 3-4 GOLD alumni events per year and serve as leadership training venues for those young alumni volunteers.
- q. Hold bi-annual Leadership Conferences on campus for regional leaders (inaugural conference planned for '08).
 - 1. Digitally record the Leadership Conference to share with Regional Leaders and Chapter Council members as needed, when new leaders emerge
- r. Continue quarterly conference calls for chapter leaders with Chapter Committee; consider webcam use for these.
- s. Celebrate the five year anniversary of Greek re-recognition with special chapter events.
- t. Continue to offer lifelong learning regional events.

Membership and Awards

- u. Profile new Alumni Board members in F&M magazine/Web and focus on why they wanted to be part of the board; publicize depth and breadth of interest.

	<ul style="list-style-type: none"> v. Continue to honor Society of Distinguished Alumni and publicize via F&M magazine/Web. w. Continue annual blast email to identify potential board members and other communications as necessary to solicit chapter volunteers. x. Work with Admissions to provide admission volunteer opportunities for interested alums. y. Develop and execute a plan to honor and induct all members of the Society of Distinguished Alumni at Homecoming 2008. 		
<p>IV. Enhance student understanding of a lifelong connection to their alma mater</p>	<p><u>Executive</u></p> <ul style="list-style-type: none"> a. Continue to fund two Alumni Association student scholarships; profile the recipients and publicize the program more widely e.g. the website, F&M Magazine. <p><u>House Liaison</u></p> <ul style="list-style-type: none"> b. Create Alumni Associations for each College House, providing for 'honorary membership' for pre-2005 alumni. c. Work with each House to foster traditions - starting with the College House Alma Mater trophy awarded during Orientation and identifying other house rivalries. <p><u>Events</u></p> <ul style="list-style-type: none"> d. Continue Senior Dinner; follow up with stories on web and F&M Magazine. e. Continue Graduation Survival Guide. f. Establish a liaison relationship with the Blue & White Society. g. Sponsor at least two highly visible on campus events per semester - one career/academic focused; the other more social. h. Identify role for alumni in Orientation which gives them more visibility and interaction (help with move-in). i. Develop a program to recognize and celebrate legacy students and their families throughout their four years at F&M. 		

	<p><u>Development</u></p> <ul style="list-style-type: none">j. Collaborate with Senior class leadership to increase support for the Senior class gift. <p><u>Career Services</u></p> <ul style="list-style-type: none">k. Develop an alumni/student mentoring program.l. Fully leverage F&M Connect. <p><u>Marketing</u></p> <ul style="list-style-type: none">m. Invite <i>College Reporter</i> to alumni events.n. Place prominent ad/advertorial in one of every four issues of the <i>College Reporter</i>.o. Profile the Alumni Board Scholarship recipients and publicize the program more widely e.g. the website, F&M Magazine. <p><u>Chapters</u></p> <ul style="list-style-type: none">p. Continue to sponsor/support:<ul style="list-style-type: none">1. Toast to Class of 'XX events.2. Freshman Send-Off events; analyze Send-Off and Toast invitations to improve attendance by older alumni.3. Networking events for young alumni.		
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