



Strategic Plan 2018-2023

October 2018



Goal 1: Create Pride in and Leverage the Power of a Sustainable and User Friendly Alumni Network

The Alumni Network serves as a resource to engage alumni and students at all stages of life. Connecting alumni with each other through a network will also further engage alumni with the college. Through marketing this network, it is the goal for alumni to think of the F&M alumni network first when looking for information, career and beyond career related, to include contacts, jobs, internships, introductions, referrals, etc. The network is a value added benefit for F&M educated individuals, creating pride in their Alma Mater and the desire to engage with alumni, students, and the College.

Working with existing groups at the college, such as Alumni Relations, OSPGD, FAN network, DAC, academic departments, Faculty, Staff, and current students, Leadership Council, AAAC, and Alumni Greek Council will ensure success of the network.

Goal 2: Support the Campaign

Franklin and Marshall College has positioned itself to be a National leader in Educational Opportunity, Innovation, and Diversity. Our goals have been lofty, and just. The cost of realizing our optimal future is expensive. To continue our mission, Franklin and Marshall must significantly increase the College's ability to endow the education we so greatly value. The AAB must understand this reality, and aid the College in spreading this message with efforts like grassroots fundraising, robust attendance at Regional Chapter and College and Affinity events on campus events to emphasize the role that philanthropy plays in keeping an F&M education attainable for our diverse student body, and ensuring the future of the College.



Goal 3: Support Alumni Communities to Engage Alumni at all Ages and Stages of Life

Relationships built on campus extend well beyond the four years spent as a student. Using the existing relationships can provide a starting place to continue building engaged community, thus ensuring that alumni stay connected with the college.

Opportunities exist to cultivate relationships with the Alumni Association to foster engagement post graduation. The Board strives to form relationships with Staff, Alumni, Students, and Faculty in order to combine engagement efforts and eliminate duplication resulting from similar initiatives in different silos to further develop the good that is already happening around campus and in communities.

The AAB must be driving force between the College and Alumni, and between Alumni and other Alumni. The Alumni Association strives to demonstrate what it means to be engaged as alumni in the life of the college. Engaged alumni demonstrate the pay it forward message, to give back to the college post graduation with both time and financial resources, just as the college has given opportunity to students.

Goal 4: Communicate with the Alumni as representatives of the Alumni Body

The AAB will inform Alumni of activities and news from campus, and is a vessel for Alumni to communicate with the College. In recent years, the communication role of the AAB has diminished, and must be improved to truly facilitate Alumni engagement. The College and Alumni must trust and value our messaging. We must better understand what and how often Alumni want to hear from us, and in what format or formats communication is most effective. Strategies and branding are critical to communication success.

Goal 5: Metrics and Measurement

Use of Metrics and Measurement tools to assess the successes and failures of our efforts is a key strategy to fine tune all of our initiatives.