University of Memphis Alumni Association

Long Range Strategic Plan

MISSION
The University of Memphis Alumni Association engages alumni, former students and friends in three challenges: advocating the ideals for the University, advancing its welfare and fostering life-long relationships with the institution.

VISION
Enrich the lives of our constituents by providing opportunities for engagement with the University to assist them in establishing lifelong, meaningful and valued relationships with the University of Memphis and each other.

GOAL
To be the gateway to the University of Memphis and the alumni community, meaningfully engaging alumni in activities, programs and services while entrusting them as the guardians of the University. Based on its mission, vision and goal, UMAA's actions will be guided by four strategic initiatives that will drive annual operating plans, will be informed by feedback from its constituents and will be tracked and measured for success around selected key indicators. The UMAA will adhere to the core values of respecting, informing and engaging alumni and friends of the University of Memphis. The UMAA Executive Board of Directors and UMAA staff will review this plan each fiscal year preparing and distributing an end of the year progress report. This plan is intended to be long-range; it is designed and written with flexibility that allows for adjustments and updating as necessary.

Strategic Initiative 1
Build esprit de corps within the community of the University of Memphis alumni and friends. Create relevance through active and meaningful engagement with current and former students in the life of the U of M and with one another. Grow membership in the UMAA through focused and directed activities.

- Develop the university's presence among alumni where they live and work.
- Bring alumni to the campus and other U of Memphis facilities.
- Expand communication with alumni to keep graduates informed about institutional issues and opportunities and to instill pride in them for
their university.

- Contribute to increasing the value of a University of Memphis diploma, and ensure that activities and work products reflect the excellence of the University of Memphis and the success of its alumni community.
- Expand programs that target graduates of the most recent decade and build relationships with students by supporting their U of Memphis experience and introducing them to opportunities for lifelong involvement with the U of M and UMAA.

**Strategic Initiative 2**

*Motivate, facilitate and lead alumni support of the U of Memphis in all its forms through strong and committed collaboration, coordination and strategic interactions with the University.*

- Coordinate programs and communications to assist the University in its efforts to expand alumni giving and to strengthen membership and involvement in UMAA.
- Prepare alumni to be effective advocates for public support of the University of Memphis.
- Ensure alumni are recognized as a vital part of the University of Memphis community – a voice, a guardian, a product of the University of Memphis.

**Strategic Initiative 3**

*Promote and advance the University of Memphis through UMAA programs and communications.*

- Actively engage U of Memphis colleges to partner with UMAA to strengthen the “student experience” and to foster relationships with students and alumni.
- Emphasize U of Memphis’s strategic priorities in UMAA programs and communications.
- Continue to work closely with University Marketing to identify faculty and student speakers, presenters and stories for UMAA programs and communications.
- Grow participation from diverse alumni audiences in UMAA leadership and programs by purposefully differentiating communication and outreach to targeted groups.
- Demonstrate the contributions of alumni to their professions and society.
- Increase support for students by growing the UMAA scholarship program and mentoring program, particularly through Association Clubs and Chapters.
Strategic Initiative 4

Strengthen foundational elements critical to the success of UMAA.

- Attract influential alumni volunteers and professionals to the volunteer leadership team and retain their active participation and investment in the mission and vision.
- Continue to operate the Alumni Center in a manner that positively reflects the success of the U of M and its alumni.
- Use technology and best practices to ensure operations are maximizing efficiency and the alumni database is rich in content.
- Become a more customer-focused and market-driven organization.
- Conduct in-depth reviews of each programmatic and functional area and compare to industry best practices each year.

Values

RESPECT

- Acknowledge and involve alumni and friends as vital stakeholders in the U of Memphis.
- Serve as an advocate for alumni for the purpose of representing their interests in working with U of Memphis constituencies as well as the broader community.
- Treat personal information provided by alumni and friends in a professional and confidential manner at all times.
- Recognize alumni contributions of time, talent and financial means.

INFORM

- Inform alumni and friends about the mission, goals, programs and achievements of the University of Memphis and the UMAA.
- Provide alumni and friends with financial and program information concerning the work of UMAA and its activities.
- Ensure the mission, goals and programs of UMAA complement those of the University of Memphis.

ENGAGEMENT

- Encourage alumni and friends to participate in and support the programs, services and events of both UMAA and the University of Memphis.
- Encourage alumni and friends to pursue leadership opportunities in UMAA and throughout the University of Memphis system.
- Encourage alumni and friends to serve in the broader community as ambassadors for the University of Memphis, its’ Alumni Association and for Tennessee higher education in general.
Targets:

1. Increase UMAA membership to 18% of the reachable alumni population by June 2020 (if paid membership model remains).
2. Research peer institutions to transition paid membership model to giving levels. Adopt by June 2015 if approved by National Executive Board and University President.
3. Fund and build a new Alumni Complex by June 2020 if feasibility study supports evidence for the project.
4. Grow UMAA’s endowment and annual gifts that enhance programs. Reach $1 million goal by June 2025.
5. Assist in the beautification of campus and the building of traditions through projects that encourage University pride. Ongoing.
6. Create a Career Services element within the Association and its staff to service alumni exclusively by June 2015.
7. Continue to grow the alumni staff to have with three specialized coordinators representing Lambuth, athletics, backpacks to briefcase, career services and our young and senior alumni by June 2018. Long range goal is to have one alumni coordinator per college beginning with law and business.
8. Increase alumni operating budget to match peer institutions through additional revenue streams to include added affinities, member activities and programs by June 2018.
9. Expand the activity and engagement of the National Alumni Association Board of Directors’ influence and working leadership within the University and Memphis community. Ongoing.
10. Establish standard communication medium and platform for University of Memphis President and UMAA President using the alumni base as a “call to action” for projects while additionally recognizing volunteer efforts. May 2015.
11. Advance the efforts of communication from the Alumni Association, similar to peer institutions, through the creation of a magazine for members or through additional pages devoted to the Alumni Association being added to the current University magazine. June 2015.