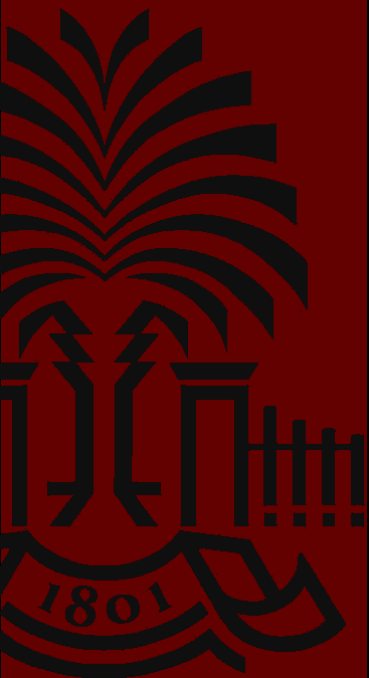


# Carolina Alumni Association Strategic Plan

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2011-2016



# Our Mission

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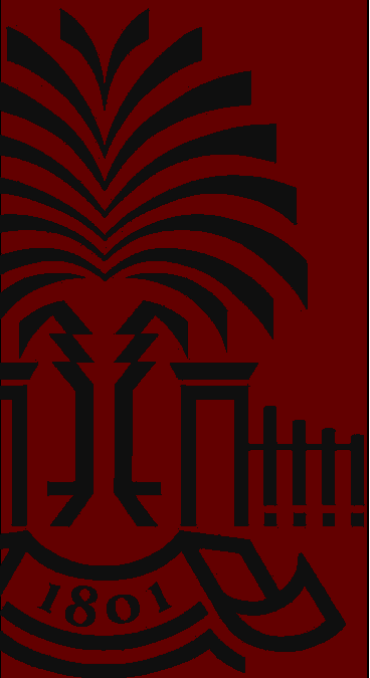
- To insure that every alumna and alumnus is informed, involved, and committed to the success of the University.
- In the years ahead, our alumni and our University will need more from us.
- Its our responsibility to anticipate these needs and better prepare the Association to not only meet, but exceed these needs.



# A Three-Phased Process

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1. Personal data gathering with University stakeholders
2. On-line survey of members and non-members
3. Analysis of findings and identification of key strategic thrusts to meet the changing needs of all stakeholders



# Critical Success Factors

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- The new plan must be more flexible
- It must improve engagement of board members
- It must include more issue oriented strategic thrust
- It must be measurable
- It must include a new organizational structure
- It must include a new and improved relationship with the University and Alumni
- It must be properly funded with funds based on priorities



# Priority One: Advocacy

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- **Become a powerful force with the legislature and other governmental bodies through the expansion and refinement of the Carolina Action Network.**
- **Goal:**
  - Weld the body of alumni into a powerful army of advocates, informed and ready to carry the University's message to elected officials, their communities, prospective students and their parents and other constituencies whenever called upon to do so.



## Priority Two: The Alumni Center

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- **Complete plans and begin construction of the Alumni Center as a critical element in ensuring alumni engagement in and support of the University.**
- **Goal:**
  - Create a lasting symbol of the crucial role alumni play in the life of the University and of our desire to have alumni permanently connected and involved by funding, building and operating the Alumni Center.



## Priority Three: Engagement

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- **Expand and re-focus activities and services that engage alumni in the life of the contemporary university; in particular, develop new and more focused offerings for lifelong learning and career networking for students and alumni.**
- **Goal:**
  - Engage alumni in ways that will garner their enthusiastic support, provide avenues of service, and provide useful and relevant support to them as they seek to improve the quality of their lives.



## Priority Four: Philanthropy

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- Provide active and energetic support for the University's capital campaign; engage in full partnership in the University's ongoing fund-raising efforts.
- **Goal:**
  - Fund, design and construction of Alumni Center
  - Endow operations and maintenance
  - Fund ongoing activities and involvement of alumni



# Priority Five: Partnerships

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- Continue to develop productive partnerships with campuses, colleges and schools, athletics, student affairs and others both within and without the University.
- **Goal:**
  - Extend the reach, effectiveness and efficiency of the Association by building meaningful and lasting partnerships and collaboration with key entities.



## Priority Six: Alumni at a Distance

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- **Expand the Association's presence and relevance to alumni who reside at a distance from the campus; ensure that geography is not an impediment to engagement.**
- **Goal:**
  - Ensure that alumni engagement extends beyond the immediate area to alumni wherever they may live and work.

