University of North Carolina Greensboro

UNCG Alumni Association Strategic Plan

2013-2018

I. Values

The Values of UNCG Alumni Relations
● Service to the university, the Alumni Association and all her constituents
● Commitment to our alumni, alumni traditions and diversity of thought
● Excellence in all endeavors

II. Objectives and Action Items

The strategic goals are the overarching, bold moves needed to fulfill the mission, realize the vision, and achieve the aspirations previously outlined. A rationale is provided for each of the five goals. The objectives are the specific and measurable activities essential to achieving the goal. The action items are the key, tactical ideas required to advance each strategic objective; they are designed to be operational plans required to guide the day-to-day activities of volunteers or staff.

Goal 1: Provide meaningful, lifelong opportunities for alumni to engage and connect with UNCG.

Goal 2: Align alumni volunteer leadership and Alumni Relations staff with a shared purpose and strategic focus to strengthen the volunteer-staff partnership.

Goal 3: Foster purposeful student relationships and engagements which build lifelong commitment to the university and an identity as a UNCG alumnus/a.

Goal 4: Become a key, strategic partner with campus schools and departments through improved collaboration across the university to ensure the success of UNCG.

Goal 5: To create and foster an environment which will allow related departments within the university to develop programs of philanthropic support from alumni.
Goal 1: Provide meaningful, lifelong opportunities for alumni to engage and connect with UNCG

Simply stated, the most important aspect of the mission of Alumni Relations is engagement. We exist to create and sustain lifelong connections with UNCG. The engagement anchors all alumni as permanent members of the UNCG community and creates limitless opportunities for their creative contributions to the university.

A. Design and support a range of purposeful engagement opportunities appealing to alumni throughout the life cycle through the various constituent groups.
   Identify the appropriate constituent groups (e.g. Alumni Association Board, Regional Clubs, Vanguard Society, Legislative Network, Corporate Clubs) and prepare a targeted strategy for each group that will invite them to become active participants in the UNCG community.
   1. Evaluate and focus alumni programming (continuing education, student interaction, mentoring, career services, volunteerism, etc.) to drive the university’s areas of distinction and ambition.
   2. Identify the generational themes and approaches that interest and appeal to alumni and evaluate their effectiveness.
   3. Align alumni involvement opportunities with the university and Alumni Association needs and goals.

B. Develop a comprehensive marketing plan to strengthen alumni connections to the university and its goals.
   1. Employ both mass and targeted marketing strategies and a range of distribution mediums (social events, internet, publications, affinity groups, career networking, etc.)
   2. Evaluate and improve the content and frequency of alumni communications to reinforce consistent, strategic messages.
   3. Prioritize and clarify the purpose, objectives and membership of the UNCG Alumni Association Spartan First Fund.

C. Support direct connections among alumni so they can make significant contributions to each other.
   1. Enhance and sustain the interactive online experiences that connect alumni with the university and each other.
2. Evaluate, implement, and promote opportunities for alumni to interact directly, with Alumni Relations being the catalyst (social events, career networking, service, affinity groups, etc.)

3. Promote strategies that support alumni working together in a self-directed manner within alumni clubs in support of the university’s needs and goals (social events, publications, internet, career networking, affinity groups, etc.)

Goal 2: Align alumni volunteer leadership and central Alumni Relations staff with shared purpose and strategic focus to strengthen the volunteer-staff partnership.

A. Align the Alumni Association and the Office of Alumni Relations to support the shared strategic plan
   1. Develop association board committees and assign responsibilities to advise and support implementation of the strategic plan.
   2. Jointly create and implement an operating plan that advances the goals and priorities of the strategic plan.
   3. Jointly develop performance measures for the association and its affiliated organizations.

B. Identify and ensure alumni are prepared to take on significant leadership roles as university volunteers.
   1. Define roles, expectations, opportunities and terms of service for alumni leaders and board members.
   2. Establish systems to identify, train, retain, acknowledge, thank and plan for succession of alumni volunteers who will advocate for Alumni Relations’ needs and UNCG’s goals.
   3. Work with senior UNCG leaders to adapt central Alumni Relations system for developing alumni volunteers and share best practices on alumni engagement.

C. Recommend and advocate for personnel, resources, and infrastructure necessary to fulfill the strategic plan.
   1. Establish systems to identify, train, reward, and retain high-performing Alumni Relations staff
   2. Deploy Alumni Relations staff to ensure support of all of the schools, departments, and units which engages alumni at UNCG.

Goal 3: Foster purposeful student relationships and engagements that build lifelong commitment to the university and an identity as a UNCG alumnus/a.

The potential power of an alumni community is rooted in the actual quality of the student experience. The enduring nature of student-student, student-faculty and student-staff
relationships at UNCG is self-evident. However, the value of these relationships is when they are seeded as distinct UNCG connections that were fostered by the university. Only then are they experienced as unique benefits that will define them as future UNCG alumni. Without an intentional development of this identity, students can believe their UNCG experience is disconnected from the university which made their education possible.

**A. Partner with and capitalize on university department and resources (Student Affairs, SOAR, Career Services, Academics, etc.) that shape the student experience.**
1. Evaluate the common student experience from recruitment through graduation.
2. Use UNCG research to determine ways in which alumni and students can develop substantive relationships.
3. Utilize UNCG research on the most meaningful aspects of a student’s academic and personal experiences for later use in developing his/her alumni connections.

**B. Increase opportunities where alumni can play a meaningful role with students.**
1. Research, evaluate, support, enhance and/or create the infrastructure to support meaningful interactions between alumni and students.
2. Expand opportunities for alumni to interact with students regarding career development and networking.
3. Incorporate input from student leaders in the design and implementation of alumni-student interactions to foster students’ ownership of programming.
4. Track and evaluate alumni-student interactions.

**C. Develop a comprehensive student marketing plan.**
1. Craft and deliver consistent messages in every student interaction that reinforce the UNCG brand and develop a student’s lifelong connection to UNCG.
2. Build a culture of philanthropy that explicitly includes giving back to UNCG.
3. Cultivate alumni involvement around student affinity and friend groups.

**D. Design alumni-student interactions to demonstrate that Alumni Relations fosters UNCG traditions.**
1. Support, enhance, and establish rituals and traditions between alumni and students.
2. Actively participate in university programs and events to reinforce the alumni presence.
Goal 4: Become a key, strategic partner with academic affiliates and campus departments through improved collaboration across the university to ensure the success of UNCG.

The large, diverse, accomplished alumni body of UNCG is a shared asset of the entire university community. As Alumni Relations, we serve UNCG and its goals by engaging alumni in the life of the university. This plan marks the beginning of a strategic focus to our work that goes far beyond our purview. We are committed to partnering with university leadership, academic affiliates and departments to have the greatest possible impact.

A. Build awareness of the value that UNCG alumni can provide to the university as its largest stakeholder group and ensure they are seen as an essential asset to the university’s future.
   1. Educate the campus on the elements of alumni relations efforts.
   2. Pool efforts and resources across the university to reach alumni regionally, nationally and internationally.
   3. Encourage the university to actively solicit the “alumni perspective” by utilizing alumni in major search committees, university initiatives, etc.
   4. Engage the Board of Trustees in ongoing dialog about the integral role of alumni in achieving the long-term goals of the university.
   5. Evaluate options for utilizing the Alumni House as a visual representation of a philosophy that alumni are central to the university’s success.

B. Establish reciprocal partnerships among campus entities that engage alumni and support each department’s goals.
   1. Identify potentially beneficial partnerships and desired outcomes; implement, monitor and evaluate.
   2. Develop mechanisms to share information about alumni and more effectively deploy resources.

C. Create a strategic scorecard to measure the impact of Alumni Relations throughout the university.
   1. Secure agreement from key UNCG leaders on the quantitative and qualitative goals and measures regarding alumni involvement, alumni giving, student engagement, communications, sharing of resources, and campus partnerships.
   2. Develop the tracking and reporting mechanisms needed to implement the scorecard.
Goal 5: To create and foster an environment which will allow related departments within the university to develop programs of philanthropic support from alumni.

Our alumni are well-resourced with knowledge, skills and life expectations which they can and want to contribute to the university community as ambassadors, recruiters, mentors and exemplars of its excellence. With the implementation of this plan, opportunities for these contributions will be apparent, well-coordinated and rewarding. In addition, as leaders of Alumni Relations we know that financial contributions are vital. Not only does philanthropy make possible the goals of the university, but participation rates are a proxy for a grateful and invested alumni body.

A. Align Alumni Relations programs to ensure an integrated and purposeful approach to building an environment of philanthropy toward the university.
   1. Educate the campus community about current and desired alumni participation rates.
   2. Create and promote a culture that acknowledges the importance of all gifts.
   3. Assess and improve the impact and effectiveness of current systems in capturing information about alumni giving across departments and schools.

B. Actively engage alumni, clubs, and affiliated alumni organizations in identification, cultivation, solicitation, stewardship, and recognition efforts in ways which build and reinforce existing UNCG relationships.
   1. Partner with Development to lay the foundation for Development’s solicitation strategies based on Alumni Relations and Alumni Association’s knowledge of a given alumna/us.
   2. Evaluate the potential benefits of alumni participation in the solicitation process.
   3. Develop and enhance systems to obtain and maintain information about alumni interests, giving preferences, and motivations for giving to be shared with and utilized by Development for solicitation efforts.

C. Develop and nurture a philanthropic culture among students and young alumni to develop a tradition of giving.
   1. Create effective strategies and strengthen processes to increase participation in class gift programs.
   2. Strengthen the use of affinity groups and student organizations when soliciting student class gifts.
   3. Develop a marketing strategy tailored to young alumni that sustains their connection to the university and reinforces the philanthropic messages received as a student.
D. Develop recognition strategies for targeted annual giving solicitations to ensure focus is on acquisition, retention, and expansion of alumni philanthropic support.

1. Work with key UNCG leaders and the Alumni Association to customize philanthropic requests and report on the importance of past efforts.
2. Establish clear and concise messages that persuasively articulate the reasons for financially supporting the UNCG Alumni Association.
3. Establish systems to regularly inform alumni, donors, and the campus community about the impact of giving on the university.

I. Implementation of the Plan

This document was crafted to assist in the prioritization of implementation plans, agendas, strategies, presentations, and activities to and on behalf of alumni. Each of the five strategic goals is broken into measurable, strategic objectives with targeted results. Action planning and concurrent implementation of opportunities for early successes are scheduled to be launched as outlined in other sections of this document. The next steps in this process include:

- Aligning all Alumni Association activities and structures to parallel the strategic planning goals;
- Assuring Alumni Association board committees are dedicated to each goal;
- Jointly developing (among Alumni Association board and Alumni Relations staff) the criteria to prioritize the action steps for each objective for all five goals;
- Broadly sharing the plan with all university stakeholders and inviting their input and feedback on how their goals and interests might be advanced through the work that will be undertaken in the first year;
- Identifying areas for potential “quick wins” to establish momentum, build credibility, and lay the groundwork for other efforts that will require more time and effort.

More specifically, the means to achieve the identified objectives can be broken down into two broad categories, i.e. (1) how best to use the existing “constituent groups” to further the goals of both the university as well as the individual members of those groups, and (2) how best to plan and utilize the various “events” (both face–to–face and otherwise), to create an atmosphere which will allow the members of UNCG community...
(alumni, students, parents, etc.) to create, maintain and grow relationships with the UNCG community.

Constituent Groups

The Constituent Groups which already have existing programming relationships with the university are as follows:

- The UNCG Alumni Association
- Regional Clubs
- Vanguard Society
- Alumni Decades
- Alumni Association Affiliates
- Student Alumni Ambassadors
- Young Alumni (*objectives pending)
- Academic Affiliates
- Alumni Societies
- Corporate and Retirement Clubs
- Spartan Legislative Network

Extensive programs which exist within the Alumni Relations office:

- Alumni Awards
- Homecoming
- Entrepreneurship Day
- Commencement
- Spartan Recruitment
- Alumni House

The UNCG Alumni Association Board of Directors

Objective: To successfully engage alumni throughout the country in the life and success of UNCG on the UNCG Alumni Association Board of Directors. The UNCG Alumni Association Board of Directors will draw its membership from representatives of the various clubs as well as
individual alumni at-large. The role of the UNCG Alumni Association Board of Directors will be to serve as a comprehensive and unified alumni presence which will increase affinity, pride and financial support for their alma mater through the development of national policies and goals.

**Action Items:**

1. Identify, develop and cultivate key leadership for succession of the UNCG Alumni Association President, Vice President and other key roles.
2. Support a strong nomination process by identifying and recognizing potential leaders from diverse geographical locations.
3. Develop a strong, cohesive and sustainable committee structure that will support all key initiatives of the alumni association. Work closely with the nominating committee to assure a strong succession plan for future leadership.
4. Increase philanthropic leadership which will result in 100% participation by individual Alumni Association board members.
5. Utilize the UNCG Alumni Association Board of Directors as an outlet for increasing awareness and understanding of UNCG and the Alumni Association.
6. Create a comprehensive package of alumni benefits that will help define the significance of contributing to the Alumni Association Spartans First Fund.
7. Collaborate with university leadership and campus partners to make UNCG alumni a vital part of university programs and success. (i.e. admission, career services, student development)
8. Develop and sustain a viable Homecoming Weekend that will create lasting traditions, programming, honors and pride among UNCG alumni.
9. Develop and sustain recognition of Distinguished UNCG Alumni through identification, cultivation and recognition at an annual Alumni Association Awards event.
10. Create a strategic marketing plan that will promote the Alumni Association/Spartan First Fund as a significant place for alumni financial support.
11. Actively advocate and educate alumni on the value of financially contributing to the university to increase alumni participation rates each year.
12. Work closely with the Office of Annual Giving to develop and sustain opportunities for alumni to financially support the UNCG Alumni Association and their programs.

**Outcome:** By 2018 the UNCG Alumni Association Board of Directors will be the catalyst to creating an effective and sustainable UNCG Alumni Association. As a result the UNCG Alumni
Association will be a strong representation of the university’s 91,000 living alumni who will sustain and uplift the university through their pride, talents and philanthropy.

**Regional Clubs**

**Objective:** To successfully engage alumni throughout the country by utilizing Regional Alumni Clubs. The Regional Alumni Clubs will serve as an extension of the University where a consistent alumni presence will foster pride and engagement with their alma mater through an annual calendar of social, networking and service activities.

**Action Items:**

1. Transition Regional Clubs to a chapter / club structure based on demographics. Chapters will have a more formal structure with a leadership team of 4 officers and Clubs will be less formal group that lacks sufficient numbers for chapter status.
2. Identify groups that need more formal structure and apply criteria of chapter or club status with the goal of adding one new club in 2014-15.
3. Create by-laws and a policies and procedures for the Regional Clubs that includes a succession of leadership plan.
4. Review the number of clubs and effectiveness of each on an annual basis as we move forward with consideration of new areas of expansion.
5. Track and measure attendance numbers to establish a baseline for retention and future marketing and planning efforts.
6. Create a mutual communications plan between chapters or clubs and the Alumni Office with leadership meetings to be held Bi-monthly.
7. Utilize the Regional Alumni Clubs to advocate for UNCG – Spartan Student Recruitment, Legislative Advocacy, Alumni Recruitment and engagement.
8. Create an event schedule for each Regional Chapter or Club that includes four events: Student Engagement, Networking, Service Project and Social gathering.
9. Promote independent marketing and programming efforts of the regional clubs through financial and existing resources of the Alumni Association Board and UNCG outreach programming – i.e. Career Services, Music, Theatre and Dance, Athletics etc.
10. Report attendance and outcomes of the Alumni Chapters and Clubs at quarterly Alumni Association meetings. Outcome: By 2018, the Regional Alumni chapters (clubs) will represent alumni with a vast composite of graduation years, academic backgrounds, diversity and interests. The chapters (clubs) will be developed through thoughtful and deliberate planning by geographical location, areas of concentrated alumni population and strong volunteer leadership. Having considered all of these strategic objectives the Alumni Association will determine financial resources required to fulfill these goals and identify the addition of one club annually.

Vanguard Society

Objective: To successfully engage alumni who have made their 50th Reunion from the university. Engagement will be throughout the year, not just at Reunion, and will serve to reconnect alumni with UNCG.

Action Items:

1. Identify former class leaders to assist in planning small focus groups.
2. Determine how to include Commercial Class (1 year program) and School of Nursing alumnae (2 year program).
3. Work with development officers to identify key Vanguard Society members in order to foster a meaningful relationship with the university.
4. Determine programming that is of interest to Vanguard Society members and is relevant to the university and today’s students.
5. Invite Vanguard Society members back to campus during Reunion/Homecoming weekend.
6. Include Vanguard Society members in the induction ceremony for current 50th Reunion class.
7. Work with alumnae currently planning their 50th Reunion to determine their interests for future Vanguard Society program planning. Invite them back for Founders Day, Awards Ceremony, Chancellor’s Holiday Social, and Commencement Programming.
8. Educate university constituents about Vanguard Society
9. Partner with SLN to advocate for UNCG.

Outcome: By 2018, establish an enhanced and inclusive program for recognition of those alumni with a graduation date of 50 years or more. As a result, these alumni will enjoy multiple opportunities to revisit campus throughout the year fostering a deeper connection with the university.

Alumni Decades
**Objective:** To successfully identify and engage alumni by graduate decade in an effort to encourage active participation in the Alumni Association.

**Action Items:**

1. Create unique marketing strategies to attract alumni from each decade.
2. Identify key alumni to serve as leadership representatives for each decade to recruit and engage others from that era.
3. Develop challenges among decades to promote attendance at Homecoming and other events with rewards for most attendance, best float in parade, etc.
4. Provide sub-groups within Regional Alumni Clubs to foster pride and spirit from each decade.
5. Utilize Alumni Decade engagement to help serve as a candidate pool for at large members for the Alumni Association Board.

Outcome: By 2018, identify generational experiences that would connect them to their alma mater in more meaningful ways. Develop specific programming that reflects these experiences and creates a tie to the university.

**Alumni Association Affiliates**

Current Alumni Association Affiliates are the School of Nursing Alumni Association, Bryan School Alumni Association and the Health and Human Sciences Alumni Association.

**Objective:** Work with board members from each affiliate to support communication and programming which will link alumni to their specific school as well as the larger alumni population.

**Action Items:**

1. Identify an individual from each affiliate’s board to serve on the UNCG Alumni Association board as an ex officio member.
2. Determine expectations and outcomes for affiliates.
3. Create a job description for ex-officio role on Alumni Association Board.
4. Partner to create a communication matrix that includes e-communications calendar, board meeting support and other items as needed.

Outcome: By 2018, there will be a well-defined partnership that blends communication strategies and like-minded goals to uplift the reputation and success of UNCG and its students and alumni. The Alumni Association will serve as a catalyst for effective implementation of the overall plan.
Alumni Societies

Objectives: The UNCG Alumni Association encourages alumni affinity groups to be formally recognized and supported by the Alumni Association financially and with human resources.

Action Items:
1. The Alumni Association Board of Directors will provide strategic and identifiable ways in which UNCG alumni groups can be officially recognized as Alumni Societies.
2. Recognized Alumni Societies will be supported by a representative from the Alumni Relations staff.
3. Alumni Societies will be assisted with formalizing alumni activities that benefit their respective organization.
4. Alumni Societies will be formally recognized and supported during UNCG’s annual Homecoming festivities.

Student Alumni Ambassadors

Objective: Engage students in the life of the university and to educate fellow classmates about the alumni association, university traditions and student philanthropy.

Action Items:
1. Change identification from Student Alumni Ambassadors to Student Alumni Association.
2. Create a set of bylaws to address new identification and expansion.
3. Establish new traditions and embrace and promote existing traditions.
4. Code all past student alumni ambassadors in Banner.
5. Engage alumni by inviting former SAA’s back for Branches of Love and Annual Spring Banquet.
6. Develop programming for students serving students on behalf on the Alumni Association and to track attendance and roles or service performed at Alumni Association and University events.
7. Educate the student body about the Alumni Association and the organization benefits as a member of the association. To promote Spartan Pride among the student body.
8. Develop a comprehensive recruiting plan that fosters inclusiveness across diverse student groups that includes: academic, social, ethnic and geographical populations.

9. Incorporate “Dinner with a Dozen Spartans” into SAA outreach.
Outcome: By 2018, full transition to the new identity will be complete and membership totals will meet or exceed 350 students. In addition, a student philanthropy program will be established in partnership with Annual Programs.

Affinity Groups

Objective: To utilize alumni affinity groups as a successful engagement tool for alumni with deep interest or connection to a specific academic unit or student activity.

Action Items:

1. Create a communication and marketing plan to foster or rekindle interest in UNCG through specific alumni affinities that include but are not limited to:
   a. Greek
   b. Athletics
   c. Faculty and Staff
   d. Multicultural groups not already identified by AA
   e. Club sports and any other emerging group not established as a society or affiliate group by the Alumni Association

2. Partner with MGO’s, Deans, Student Affairs and others to identify and engage alumni from these different groups and move them toward establishing affiliate or society status.

3. Provide and support unique programming at Homecoming and other events specific to affinity groups.

4. Work with Student Affairs, Housing and Residence Life, Student Government and other student groups to promote consistent coding of activities in banner so alumni files will accurately reflect their interests or activities during their time as students.

5. Partner with Alumni Clubs to identify alumni with deep ties to particular affinities. This can be part of an internal challenge for each regional alumni club.

6. Partner with the Alumni Association to provide financial support for those groups that exhibit greater participation and independent effort in engaging alumni on behalf of UNCG.
Outcome: By 2018, incorporate these groups fully into the activities of the Alumni Association and continued development of volunteers who can serve the interests of the Association and the University.

**Corporate and Retirement Community Clubs**

**Objectives:** To engage alumni in their workplace to enhance the mission of the university and elevate the university’s profile among their business peers. To further enhance support from the corporate community.

**Action Items:**

1. Work with corporate relations to identify 10 -15 businesses and corporations that would host alumni events in their workplace.
2. Evaluate effective types of programming for each working environment.
3. Identify campus partners who can add value to programming/items of interest that appeal to professionals.
4. Partner with Admissions, Career Services etc. and alumni businesses to engage alumni who will provide mentoring and leadership development opportunities for students.
5. Utilize social media outlets such as LinkedIn to engage alumni with their respective academic units.
6. Maximize branding opportunities within each company to promote school pride.

Outcome: By 2018, Alumni Relations will partner with Corporate and Foundation Relations to identify, cultivate and engage ten local and regional companies with significant alumni populations.

**Spartan Legislative Network**

**Objective:** To continue expansion of a database of alumni and community members who are willing to serve as advocates for UNCG and higher education.

**Action Items:**

1. Work with campus partners to identify key alumni and community members who may participate in SLN.
2. Develop regular communication plan with members.
3. Develop a call to action plan
4. Use the SLN website to serve as primary communication resource.
5. Develop programming to illustrate the work of the SLN; i.e. candidate forum; legislator reception.
6. Increase attendance at candidate forums by 10% in 2014.
7. Host annual legislative receptions in Raleigh.
8. Grow membership base by 10% year over year.
9. Develop and execute regular communication strategy to membership.
10. Analyze all alumni clubs and develop a baseline of participation and retention

Outcome: By 2018, a growth plan for increased membership along with an advocacy and communication plan will be in place to reach state legislators with greater frequency and effectiveness.

Alumni Communication Outreach

Objective: To increase the effectiveness of how we communicate with our diverse alumni population through all communication mediums.

Action Items:

1. Complete implementation from Harris Connect to iModules online community software by October 2014.
2. Be fully integrated with iModules software, utilizing all aspects of the iModules community by December 2014.
3. To develop, plan and execute a comprehensive communication strategy for the office of alumni affairs by July 2014.
4. Increase the number of valid alumni emails.
5. Working with fellow staff members, develop a communication strategy that relates specifically to young alumni.
6. Fully integrate the alumni communication strategy into the strategic objectives for annual giving.
7. Develop a comprehensive plan for recording significant alumni activities in Banner.
8. Develop an active, vibrant online community for class notes.
9. Working in conjunction with career services, develop a comprehensive marketing plan which will showcase career webinars with our alumni audience.
10. Maintain a vibrant Alumni Association website.
11. Creatively approach the monthly online e-newsletter as a priority to engage our alumni.
Alumni Programming

Alumni Awards

Objective: To develop and sustain a strong alumni recognition program that will recognize and honor outstanding alumni that represent diverse academic profiles, professional success, service to the community and support of their alma mater. The Alumni Association will also develop a recognition program for current UNCG students who are completing their senior year.

Action Items:

1. Working closely with the nominating committee keep an ongoing list of notable alumni whose accomplishments fit the criteria of an alumni award.
2. Assure that each alumni award has a detailed description, qualifications and nomination process available to all individuals upon request.
3. Each January send a ‘call for nominations” to all members of the Alumni Association with explanations of each award, the criteria required and clear definition of the nominating process.
4. Working closely with the 50-year reunion class develop nomination criteria, process and nominees for the “Spartans of Promise” awards recognizing top ten rising seniors.
5. Annually sponsor an Alumni Awards program to be held Homecoming Weekend.
6. Working closely with University Relations provides detailed profiles of each alumni award recipient which will be featured in the UNCG Magazine.
7. Continually revisit award criteria, process and outcomes to assure that award recognition programs are fresh, interesting and reflect the worthiness of said awards.

Outcome: By 2018 the Alumni Association Alumni Award program will be well recognized among UNCG Alumni. The nomination process will include a strategic pipeline of nominees, the selection of nominees will be represented by a diverse group of recipients and the Alumni Awards will be highly revered in the UNCG community.
**Homecoming**

**Objective:** UNCG Homecoming represents a thirty year tradition of celebration, pride and tradition for the University. The Alumni Association will strive to increase the visibility of Homecoming activities creating an environment of pride, connectivity to alumni and current students and a unique blend of tradition, new programming and outreach to our community.

**Action Items:**

1. Working with campus partners throughout the university community develop a Homecoming plan that will invite, welcome and celebrate UNCG alumni back to campus.
2. Working through the Alumni Association develop an annual ad-hoc Homecoming committee that has representation from each decade, diverse affinity affiliations and other diverse points of view and interests.
3. Develop relationships with community partners and solicit financial assistance for Homecoming activities.
4. Develop a sponsor package which outlines in detail the benefits of becoming a UNCG Homecoming sponsor.
5. Working closely with Corporate Relations staff, compile a complete list of potential community partners to solicit for financial support.
6. Working with community partners, develop opportunities to enhance local “town-gown” relationships that will assist with promotion of UNCG Homecoming throughout the Greensboro area.
7. Working with UNCG Campus Police/Security/Parking make changes to the UNCG parade route that will better showcase the parade entries and enhance the parade experience for spectators.
8. Develop areas for potential tailgating opportunities.
9. Create a list of opportunities to reach out to high school bands, pep squads, scout groups, dance teams and other local student groups to participate in the UNCG parade.
10. Develop a communication plan that will adequately promote UNCG Homecoming in the Triad.
11. Develop communication strategies/programs to invite and encourage reunion with affinity groups, decades and other special interests groups.
12. Continue to develop the tradition of Mr. /Ms. Homecoming.
13. Generate spirit among faculty and staff with special invitations and outreach for their participation.
14. Work closely with student development team to entrench “bonfire” as an annual tradition for Homecoming.

**Outcome:** By 2018, have established Homecoming traditions firmly in place, i.e. Bonfire, Parade, Tailgating, Class Reunions etc. along with proven marketing efforts to engage alumni that include social media, iModules email blasts and local media advertising. In addition, full implementation of internal marketing strategies will be complete to fully engage students, faculty/staff and academic units to actively participate in Homecoming activities.

**Entrepreneurship Day**

**Objective:** In collaboration with the North Carolina Entrepreneurship Center, support the engagement of alumni/entrepreneurs from throughout the region to be guest presenters in classes all across campus.

**Action Items:**

1. Work closely with the director of the center in identifying alumni and community individuals who are interested in participating in the event.
2. Work with Corporate Foundations, development officers, staff, board members, career services in identifying alumni and community individuals who are interested in participating in the event.
3. Assist with the organization of the event and provide support the day of the event.

**Outcome:** By 2018, have firmly established working relationship with the NCEC and help bring awareness about the Alumni Association to the students and other campus partners. Use the information and connections made to further engage alumni and to identify potential volunteers for the Alumni Association.

**Commencement**

**Objective:** To develop program/new tradition during the commencement period to induct new graduates into the UNCG Alumni Association and to celebrate their accomplishment. Further, to provide the opportunity to highlight the Alumni House and other benefits of being a member of the alumni association.

**Action Items:**

1. Meet with key stakeholders in the event to determine what would be feasible for the commencement schedule. (Registrar’s Office, Events Team, Chancellor’s Office, AR Staff)
2. Coordinate marketing/promotional efforts with Communications Committee, Registrar’s Office, AR Staff)
3. Coordinate closely with the Office of Student Development to encourage students to determine specific Commencement traditions they can embrace.

Outcome: By 2018, bring awareness of the Alumni Association to the new graduates and establish a new tradition of induction in the association. Use the event as a means to collect vital contact information as they transition from student to alumni.

Spartan Recruitment

Objective: To engage UNCG alumni volunteers to help recruit “high value” students. Working closely with admission this initiative will identify and train alumni volunteer recruiters for effective engagement with prospective UNCG students.

Action Items:

1. Provide alumni volunteers to participate in the UNCG Scholars program annually.
2. Identify alumni volunteers who are willing to help recruit “high value” prospective students.
3. Develop a process for determining the response and success rate of the recruiting efforts.

Outcome: By 2018, in addition to established regional events for alumni / student engagement; have functioning website portal for alumni to recommend prospective high value students to The Office of Admissions.

Alumni House

Objective: To showcase and proudly recognize the UNCG Alumni House as an integral piece of the UNCG campus landscape to prospective and current students, alumni and our community.

Action Items:

1. Explore ways in which the Alumni House can be incorporated into campus tours for prospective students and family.
2. Provide space and opportunity for prospective students and parents to utilize the Alumni House for admission/recruiting events.
3. Develop programming for current students which will invite them into the Alumni House for casual and relaxed opportunities to dine and relax.
4. Continue to explore opportunities to utilize the Alumni House for community groups.
5. Utilize the Alumni House for year round Vanguard Society events.
6. Explore opportunities to have a staff member/volunteer be at the reception desk to greet visitors, vendors and prospective clients.

Outcome: By 2018 the Alumni House will become an integral part of the UNCG campus and a recognized destination point by current students and alumni. The Alumni House will become integrated into the life of the university by including the tradition and legacy of the house on campus tours, student events and programs, young alumni initiatives and Commencement traditions.

**STAFF ROLES**

Mary Landers – Director of Alumni Relations/Executive Director of UNCG Alumni Association

*Primary Responsibilities:*

- Alumni Association Board
- Implementation/Execution of the Alumni Association Strategic Objectives
- Budget Oversight
- Campus Relations/Partners
- Responsible for staffing directives, objectives and outcomes
- Responsible for annual giving strategy, goals and outcomes
- Implementation of iModules (temporary)

Mary Swantek – Assistant Director of Alumni Relations

*Primary Responsibilities:*

- Celebration of Fifty Year Reunions
- Cultivation of 45, 46, 47, 48, 49 reunion groups
- Vanguard Society
- Legislative Network
- Academic Affiliates

Donegan Root – Associate Director of Alumni Relations

*Primary Responsibilities:*
- Homecoming
- Cultivation/ stewardship for 70’s, 80’s, 90’s.
- Affinity Groups
- Athletics
- Regional Clubs

Crystal Josey – Assistant Director of Alumni Engagement

**Primary Responsibilities:**

- Works to develop lasting relationships and programming within segmented affinity groups.
- Commencement
- Admission initiatives

Mark Graves – Communication Specialist

**Primary Responsibilities**

- Successful implementation from current alumni platform Harris Connect to iModules
- Creation of a communication calendar with alumni relations, campus partners and annual giving
- Analyze and communicate trends and best practices to staff for online communication
- Analyze data/results of online communication; make recommendations of best means to segment and market to diverse audiences
- Create, write and supply content for online communications
- Prepare online alumni e-news

Bob Amico – Director of Annual Giving

**Primary Responsibilities**

- Responsible for the overall strategic vision for annual giving (gifts $15,000 and below)
- Responsible for all aspects of annual giving, including direct mail, telefund, web and other sources of annual giving revenue streams
- Responsible for annual giving staff
Sarah Kathryn Coley – Associate Director of Annual Giving

**Primary Responsibilities**

- Responsible for creating strategic objectives for UNCG Young Alumni (10 years out and less)
- Responsible for UNCG Giving Day, as it pertains to young alumni participation
- Responsible for social media ambassadors as it pertains to young alumni
- Responsible for increasing overall young alumni participation rates
- Responsible for creating strategy for leadership gifts for young alumni ($500)