

Pathways Forward
Tiffin University Alumni Association Board Strategic Plan: 2015-2020

Strategic Priority 1: Alumni Outreach

Objective One: Improve communications with our alumni.

Goal 1: Survey alumni to determine expectations of the TUAA.

Tasks: Work with the Institutional Planning and Effectiveness Office to create and administer a survey aimed at seeking input from alumni regarding their expectations for the TU Alumni Association and the TUAA Board; collect and analyze results of the Alumni Survey; use results to guide future decisions and initiatives of the Board.

Responsible Parties: Director of Alumni Relations, TUAA Board Members, and Institutional Planning and Effectiveness Office.

Performance Measure: Survey will be developed by December 2018; results will be compiled and resulting recommendations will be discussed at the March 2019 TUAA Board meeting.

Goal 2: Discuss and implement enhancements to the Alumni Achievement Award and Young Alumni Achievement Award that are presented annually to recognize recipients for their accomplishments and commitment to being a TU ambassador.

Tasks: Review how the program is advertised and nominations are collected, consider revisions to the selection process used to determine award recipients, and determine when the awards will be presented, promote the awards on the website, social media, and through the alumni e-newsletter to encourage nominations. The nominations will be accepted January 1st until the TUAA annual board meeting (June or July) each year. Nominations will be reviewed with the Alumni Awards committee in conjunction with the Director of Alumni Relations and the TUAA Chairperson. Awards will be presented annually at the Alumni Student Symposium.

Responsible Parties: Director of Alumni Relations, TUAA Chairperson, and TUAA Board Members

Performance Measure: Alumni award selections will be made at the annual TUAA board meeting and we will review/evaluate the process each year for continuous improvement.

Goal 3: Increase TUAA Board Member presence at regional alumni events such as TU Comes to You.

Tasks: Create a list of events and provide to TUAA Board Members as early as possible to encourage participation. Establish expectations for TUAA Board Members regarding participation. Develop a tracking mechanism for participation.

Responsible Parties: Director of Alumni Relations and TUAA Board Members

Performance Measure: A tracking measure will be in place by July 2018.

Strategic Priority 2: Chapter Development

Objective One: Build TUAA Chapters across Ohio and other TU alumni-rich locations.

Goal 1: Create a template to be used for Chapter foundation.

Tasks: Create, develop and distribute the template. The template will include potential chapter events, chapter expectations, chapter chair and co-chair responsibilities, and the financial support provided by the TUAA.

Responsible Parties: TUAA Board Members

Performance Measure: The template will be completed by July 2018.

Goal 2: Establish the first TUAA Chapter in Tiffin.

Tasks: Recruit and name a Chapter chair and co-chair. Promote the new chapter and set-up the first Chapter event.

Responsible Parties: Director of Alumni Relations and TUAA Board Members

Performance Measure: The Tiffin Chapter will be established by December 2018 with the first event taking place in spring 2019.

Goal 3: Identify alumni living in potential alumni chapter locations.

Tasks: Develop a list of alumni in potential locations. Establish parameters for new locations. Determine which areas to target for new chapters. Select Chapter chairs and co-chairs for new locations.

Responsible Parties: Director of Alumni Relations and TUAA Board Members

Performance Measure: New location plan completed by December 2018.

Goal 4: Establish alumni affinity groups/programs based on athletic participation and academic programs.

Tasks: Create, develop and distribute a template detailing the process for forming affinity groups and the structure from which they will operate. The template will include potential group events, group expectations, group leadership structure and responsibilities, and the financial support provided by the TUAA.

Responsible Parties: TUAA Board Members

Performance Measure: The template for affinity group formation and operation will be completed by July 2019.

Strategic Priority 3: Board Development

Objective One: Utilize all available resources to identify and recruit future Board members, with focus on makeup of Board with regard to major and gender.

Goal 1: Add 4-6 new members in 2018. Focus should be on 2-3 Criminal Justice alumni and 2-3 Arts and Sciences alumni, at least 1 of which would be an alumni from an online program.

Tasks: Obtain a list of candidates from those schools and contact potential candidates

Responsible Parties: Director of Alumni Relations, TUA Board Members

Performance Measure: Obtain list by October 2018; contact potential candidates and have applications ready for review by spring 2019 (March/April) Board meeting.

Objective Two: Develop and implement professional development offerings for alumni and TUA Board members

Goal 1: Identify and implement professional development opportunities specifically designed to encourage board development for TUA Board members

Tasks: Work with the Institutional Planning and Effectiveness Office and other key leaders across campus to brainstorm potential ideas; seek input from TUA Board members regarding type of programming that would be of interest to them; plan an activity for each in-person TUA Board meeting that focuses on board development

Responsible Parties: TUA Board Executive Committee, TUA Board members, Institutional Planning and Effectiveness Office, and TU faculty and staff

Performance Measure: Offer the first board development opportunity at the October 2018 TUA Board meeting

Goal 2: Determine viability of and interest in including professional development opportunities as part of the programming for alumni events.

Tasks: Work with the Institutional Planning and Effectiveness Office to develop alumni survey questions that will encourage feedback regarding interest in offering professional development opportunities to alumni.

Responsible Parties: TUA Board Members

Performance Measure: Results and recommendations from survey will be discussed at the March 2019 TUA Board meeting; timelines for future event planning (if applicable) will also be discussed at that meeting

Strategic Priority 4: Expand Alumni Giving

Objective One: Establish multiple, easy to understand methods to increase alumni giving.

Goal 1: Segment/solicit donations from alumni working at companies with a matching program.

Tasks: Identify the organizations that provide this program and host events to specifically target these alumni

Responsible Parties: Alumni Office and TUAA Board Members

Performance Measure: Completion of first phase by December 2019

Goal 2: Achieve 100% annual TUAA Board giving rate

Tasks: Provide different giving levels information to all TUAA members, explore special alumni funds that interest TUAA members, and explore naming opportunities for TUAA members

Responsible Parties: TU Advancement Office, TUAA Board members

Performance Measure: Begin efforts in earnest in 2018; Board Vice-Chair will monitor and follow-up with Board members throughout the calendar year as needed; review at the end of each calendar year to ensure 100% participation

Goal 3: Explore ideas for class giving programs

Tasks: Create a fundraising drive that targets a specific class of graduates each year with incentives for giving; assign group within Board to monitor annual progress and follow-up with participants throughout the academic year as needed.

Responsible Parties: Alumni Office and TUAA Board Members

Performance Measure: Commencing in June/July 2019, utilize feedback from Alumni Survey to discuss potential events at annual Board meeting each year; kickoff yearly events in the fall 2019 (to run through spring 2020 graduation); repeat annually; measure participation from year-to-year (number of participants and total amount raised) to evaluate event/program for future planning.

Goal 4: Host alumni events and activities on campus that would encourage alumni participation and encourage new donations

Tasks: Plan events to educate alumni on the latest developments on campus and solicit alumni giving

Responsible Parties: Alumni Office and TUAA Board Members

Performance Measure: Begin work in 2019; discuss and decide on events during January Board meeting (conference call), finalize event planning prior to spring Board meeting; complete events annually

Goal 5: Develop an alumni endowed scholarship that individuals can contribute towards

Tasks: Establish endowment fund

Responsible Parties: Alumni Office, TUAA Board Members

Performance Measure: Completion of creation of endowment fund by December 2018

Strategic Priority 5: Increase Alumni Presence in Student Engagement

Objective One: Leverage College Central Network to increase student/alumni mentoring program

Goal 1: Improve/Assess current resources in place such as Dragon Connect and College Central Network (collegecentral.com/tiffin)

Tasks: Connect current students and alumni with each other and with employment in certain cases. Increase awareness of the program to both alumni/employers. Ensure that this program is a functional program for current students and alumni, explore ways to make the service more user-friendly, and make the information viewable without creating a user profile

Responsible Parties: Executive Director of Career Services, Career Services staff, Alumni Office, TUAA Board Members

Performance Measure: As of spring 2018, there are 1,326 students and 85 alumni registered with 700 employers in the College Central Network system. We will aim to increase registration amongst students and alumni by 5-7% annually. Increase number of active mentors in the Dragon Connect mentor program by 5% annually.

Objective Two: Increase the level of student/alumni engagement at the annual Alumni Student Symposium.

Goal 1: Improve the annual Alumni Student Symposium through the addition of a Keynote Speaker, making the alumni achievement awards presentation part of the event, the addition and facilitation of breakout panel discussions, and offering an alumni/student casual mixer at the conclusion of the event.

Tasks: Create a targeted invite list for potential keynote speakers. Brainstorm and come up with a list of potential panel members. Work with the Alumni Office to explore the addition of an alumni/student mixer. Survey participants for feedback.

Responsible Parties: TUAA Board Members, Alumni Office, Institutional Planning and Effectiveness Office

Performance Measure: Review feedback from students, faculty, and alumni to gauge effectiveness and overall quality of the event; utilize feedback to make additional improvements to the event each year; begin improvement implementation process at 2017 Symposium.

Goal 2: Increase student participation and the level of student/alumni engagement at the event.

Tasks: Encourage all TUAA board members to participate in Alumni Student Symposium. Encourage widespread participation from as many students as possible.

Responsible Parties: Coaches, professors, TU administration, TUAA Board Members, and Alumni Office

Performance Measure: Solicitation for participation to be completed no later than November 8, 2017.

Measure engagement and participation on the day of the event and compare attendance to previous year's attendance.

Goal 3: Utilize the symposium to make students aware of valuable resources such as College Central Network.

Tasks: Highlight and promote the College Central Network program and how it works for students, employers, and alumni. Encourage registration from attendees.

Responsible Parties: TUAA Board Members, Professors, TU Career Services Office, and Alumni Office

Performance Measure: As of spring 2018, there are 1,326 students and 85 alumni registered with 700 employers in the College Central Network system. We will aim to increase registration amongst students and alumni by 5-7% annually.

Objective Three: Increase engagement of alumni/TUAA Board with current students

Goal 1: Invite alumni to take part in Welcome Weekend.

Tasks: Work with Welcome Weekend staff to identify opportunities for alumni to assist, solicit opportunities to alumni via various media sources, and encourage as much alumni participation as possible.

Responsible Parties: TUAA Board Members

Performance Measure: This will be accomplished by August 2018.

Goal 2: Utilize first year experience and other available resources to introduce TU Alumni Association to first-year students

Tasks: Invite alumni representatives from each school (Business, CJ&SS, SAS) to speak about their personal accomplishments and where their degree from Tiffin led them (briefly market symposium); work with first year experience faculty to set-up meetings.

Responsible Parties: Multiple board members grouped by degree program

Performance Measure: This will be accomplished by September 2019.

Objective Four: Encourage participation in the TU Alumni Association prior to students graduating

Goal 1: Collaborate with Alumni Office and other key leaders at TU to coordinate a senior reception prior to commencement that includes members of the TUAA Board

Tasks: Work with key constituents on campus to organize and possibly co-sponsor a senior reception prior to commencement.

Responsible Parties: TUAA Board Members

Performance Measure: This will be accomplished by May 2019.