

Alumni Association Strategic Goals

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The William & Mary Alumni Association

Alumni Association Purpose

“...to organize the alumni of the College of William and Mary in one general body, so as to better keep alive the memories of college life, and, by their united efforts, the more efficiently aid in the promotion of the welfare of the College.”

The William & Mary Alumni Association

Alumni Association Vision

*“The Alumni Association shall focus its energies, services and programs on **fostering a community** of alumni, friends, scholars, staff and students **who are well-informed** through Association publications and other media as available; who respect the priorities and issues inherent in their associations; and **who seek to support the university** through the commitment of resources, leadership, expertise, volunteer involvement and the celebration of the people and place that is William and Mary. The Association shall endeavor to **be ever creative, always innovative** and a **wise guardian of traditions**, while it seeks to **recognize emerging opportunities and changing perspectives.**”*

The William & Mary Alumni Association

Strategic Goals 2006-2010

EVP Planning Priorities

- Young Alumni Engagement
- Strong Campus Relationships
- Strong Chapters
- Bring Campus to the Country
- Engage Current Students
- Create Strong Alumni Association Brand
- Get Stabilized Funding Plan
- Develop Productive Staff/Team

Strategic Goals 2006-2010

Board Planning Themes

- Engage Alumni
- Connect Alumni with the College
- Connect the Board with Association Staff
- Develop Relationship with BOV and Administration
- Develop Relationship with Faculty
- Establish/Instill “Value” of the Association

Strategic Goals 2006-2010

Overarching Strategic Goals

- **Establish Lasting Alumni Connections**
 - Alumni Service Committee
- **Enhance Recognition as “Voice of the Alumni”**
 - College Relations & Communications Cmte
- **Develop Proper and Adequate Infrastructures**
 - Finance & Operations Committee

Strategic Goals 2006-2010

Specific Strategies

I. Establish Lasting Connections Between the Alumni and the College Through the Association

- Develop a career mentoring and support system
- Develop the Alumni website and exploit technology to educate and engage alumni.
- Create and expand an alumni role in the Civic- Action initiative of the College.
- Establish a marketing function to identify alumni and college interests and to innovatively communicate Alumni Association programs and value to those.
- Incorporate a focus on relevance into new and existing programs, events and communications and use of the facility.
- Reinvigorate alumni chapters and secure their involvement in new initiatives.
- Increase participation of young alumni.

Strategic Goals 2006-2010

Specific Strategies

II. Enhance recognition by the College as the “Voice of the Alumni”

- Increase contact between the Alumni Association board and the College Board of Visitors.
- Increase contact between alumni and College faculty, administration, staff and students.
- Strengthen ties to former Alumni Association board members.
- Develop a formal stewardship program.

Strategic Goals 2006-2010

Specific Strategies

III. Develop and ensure proper and adequate infrastructures that best support strategic plans, missions and goals

- Structure the organization to better support the long term strategies.
- Establish and maintain an ongoing planning effort by engaging all staff and board members in planning and implementing initiatives that further the strategic goals.
- Develop a stable and consistent resourcing plan.
- Establish plans and initiatives that develop and maintain the Alumni House as the most inviting and welcoming center for alumni activities and visits.