

**DUQUESNE UNIVERSITY ALUMNI ASSOCIATION
STRATEGIC PLAN 2006-2009**

Executive Summary

Mission Statement

**To foster a close relationship with and among Duquesne University alumni
to advance Duquesne's mission of "Serving God by Serving Students."**

The Alumni Relations office supports its mission by nurturing life-long connections between Duquesne alumni and the University, including its current and future students. We support the University's overall dedication to excellence in education, moral and spiritual values, diversity and service.

We support the University's goals by promoting alumni loyalty and involvement, and strengthening affinity through effective communications and nationwide programs and services.

Our vision for the future of Alumni Relations is

Strategic Directions

- A. Alumni Outreach
- B. Program Development and Improvement
- C. Increase Use of Technology
- D. Governance

Vision

To become increasingly alumni-focused in the delivery of Duquesne University Alumni Association programs and services, and to enhance our image among alumni and university constituents to result in increased participation of alumni in University life.

*Approved by the Duquesne University Alumni Association Board of Governors
October 19, 2006*

2006-2009 Strategic Plan
Duquesne University Alumni Association

("SP" refers to University's Strategic Plan,
"survey" refers to the December 2005 Alumni Survey)

A. Alumni Outreach

1. Local (Pittsburgh Area) Outreach Efforts
 - a. Increase participation in local alumni programming
 - b. Review current local event offerings and research new opportunities
2. National Outreach Efforts
 - a. Identify strategic cities in which to more actively engage alumni
 - b. Create and encourage a national network of recognized alumni volunteer groups to plan, implement and host local events or programs which support Duquesne University.
 - c. Implement cutting-edge and cost-effective regional programming
3. Student Ambassadors
 - a. Revitalize program
 - b. Engage Deans and other pertinent staff in the identification and utilization of Student Ambassadors
 - c. Create plan for engaging Student Ambassadors
 - d. Engage Student Ambassadors in the CASE "Association of Student Advancement Programs"
 - e. Consider benefits and funding options to have Student Ambassadors travel with Alumni Relations staff when appropriate.
 - f. Market Student Ambassador program through appropriate vehicles
4. Communication
 - a. Create a multi-faceted communications plan for both internal and external audiences.

B. Program Development and Improvement

1. Create or enhance alumni programs that support Duquesne's mission and give meaningful involvement opportunities to alumni.
 - a. Officially re-establish Duquesne Alumni Recruitment Team (DART) to assist with new student recruitment nationally (SP2.2)
 - b. Create a formal career networking program. (survey)
 - c. Create a local advocacy program.
2. Enhance Legacy Alumni Program
3. Establish an alumni travel program (survey)

4. Assist in development of programs supporting diverse alumni populations (SP 1.10)
5. Enhance existing and consider new affinity programs that more closely match alumni interest areas (survey)
6. Special Events
 - a. Homecoming
 1. Research additional Homecoming offerings to attract diverse audiences (survey)
 2. Explore possibility of and funding options for major Homecoming event (survey)
 - b. Downtown Alumni Luncheon
 1. Involve Alumni Board of Governors, and strategic university and community alliances with audience development and potential speaker list.

C. Increase Use of Technology (SP 3.3)

1. Enhance appearance of Bulletin from the Bluff electronic newsletter (html)
2. Develop plan to systematically increase number and quality of alumni email addresses
3. Improve external face, content, navigation, and internal reporting capabilities of alumni website
4. Harris Online Community
 - a. Add Career Advisor Module for professional networking (survey)
 - b. Improve utilization of demographic reports and available statistical data

D. Governance

1. Financial Resources
 - a. Increase use of electronic invitations for events resulting in reduced postage and printing costs
 - b. Work with Major Gift and Annual Fund staffs to identify and engage appropriate alumni in underwriting alumni events
 - c. Prepare and present a new operations budget proposal for Alumni Relations
 - d. Increase funding for Alumni Association Scholarship (SP 1.9)
2. Human Resources
 - a. Cross-train all Alumni Relations staff on pertinent computer applications, program requirements and office protocols
 - b. Hire additional staff where/when necessary to implement new initiatives and support goals of strategic plan

3. Alumni Board of Governors Development
 - a. Develop new board member recruiting plan that includes a commitment to diversity (SP 1.10)
 - b. Develop a plan for engaging alumni
 1. Establish corps of alumni volunteers for alumni events and community outreach (SP 2.3)
 - c. Review and enhance current committee functions and structures
 - d. Identify potential members of the Duquesne University Board of Directors.