

**The University of Arizona Alumni Association**  
*A 501c3 organization*  
**Strategic Plan**  
**APPROVED June 2015**

**Vision**

Advancing the University of Arizona by connecting, engaging, and inspiring Wildcats for life.

**Mission**

As an affiliate partner with the University of Arizona, we nurture lifelong relationships with and among current and future Wildcats while offering relevant and customer-focused programs that generate support and loyalty to the University.

- I. **Connect alumni to the University and each other through meaningful programming.**
  - a) Serve as a primary resource for connecting and stewarding alumni connections to the campus and UA community through cutting-edge technology from afar and welcoming on-campus facilities.
  - b) Maximize campus partnerships to create engagement opportunities which connect alumni to the UA through service, educational opportunities, and other programs of interest.
  - c) Keep alumni connected, engaged, and informed in the activities and accomplishments of the University by strategically using multichannel communications.
  - d) Activate a national and international network of committed alumni to serve as ambassadors, advocates, and supporters of the University and its mission, vision, values, and goals.
  - e) Build a comprehensive career services program that provides alumni with career advancement resources, connections to employers, and networking opportunities while creating a culture of Wildcats hiring Wildcats.
  - f) Build dynamic alumni communities through thriving chapters, clubs and networks around the world.
- II. **Cultivate lifelong commitment and engagement to the University and the UAAA through a sustainable membership program.**
  - a) Increase membership through exceptional service and indispensable value, resulting in a stable and reliable source of funding for the UAAA.
  - b) Build a community of dedicated, supportive alumni while enhancing UAAA brand strength and relevance at the University.
  - c) Through regular communications, research, and analysis develop unique programming and services that meets the interests of members.

- d) Expand membership using established chapter, club, college and global networks.

**III. Engage students through meaningful programming that fosters loyalty and enthusiasm for lifelong connection to the University.**

- a) Work with campus partners to offer student programming that provides significant value to the undergraduate experience and builds affinity for the UAAA.
- b) Through consistent, regular and multichannel marketing, messaging, and contact — build tradition, pride, and loyalty during the life cycle of the student, culminating in alumni membership and Wildcat for Life commitment.
- c) Leverage alumni networking by connecting students and alumni through networking and celebratory events.
- d) Enhance the scholarship program by providing value to the students to build tradition, pride and loyalty during the lifecycle of the student, culminating in alumni membership and Wildcat for life commitment.
- e) Support student organizations that build awareness and support University heritage and traditions.

**IV. Utilize an entrepreneurial approach and sound financial decision-making across all revenue sources in order to build the strong sustainable financial foundation needed to deliver programs, products and services to constituents.**

- a) Cultivate lifelong commitment to philanthropy and support of the University and the UAAA to ensure the strength of the UAAA's financial base.
- b) Create a successful giving program and culture of giving to the University and the UAAA, beginning with the student population through the alumni life cycle.
- c) Seek out and maximize current and new revenue generation opportunities with membership, travel program, affinity partners and retail sales.

**V. Create dynamic and connected alumni communities through effective, branded communications supported by a robust technology infrastructure and supporting data-driven decision making.**

- a) Analyze alumni data, understand the communications interests and preferences of alumni audiences, and deliver targeted communications to drive alumni to take action or join membership.
- b) Use innovative and emerging technologies to engage alumni across generations and maintain market relevancy while leveraging print and e-assets to provide additional revenue sources.

- c) Implement integrated communications across multiple platforms to make connections that inform, build pride through story sharing, and create communities online.
- d) Create brand identity for the Alumni Association that shares clear and consistent messaging about our programs and services.
- e) Maintain consistent UAAA logo usage and graphic identity while aligning with the University's brand platform and sharing the University brand and priority news.

**VI. Create a strong “sense of purpose” to attract, retain, and effectively support the UAAA’s staff and volunteer base to lead the Association and fulfill its vision.**

- a) Establish the organizational culture needed to meet our vision and mission, and pursue needed resources to achieve goals.
- b) Identify, recruit and develop highly committed, talented, and diverse staff.
- c) Build skill and capacity of team members with regular feedback on performance and opportunity for staff and volunteer leadership training and advancement.
- d) Develop strategy for recruitment of highly experienced and influential alumni volunteers committed to helping drive, lead and support evolution of alumni engagement.
- e) Provide frequent information to staff and volunteers regarding UAAA’s progress towards fulfilling our vision and mission.