2017-18 STRATEGIC PLAN

VISION
An active and engaged alumni community committed to advancing the University of Arizona.

MISSION
We will be a university leader recognized for our alumni relations expertise and collaborative efforts, known by alumni as their primary gateway for connecting to the university, and distinguished for our quality programs and ability to engage alumni through tradition and innovation.

ENGAGE
Build a network of alumni and students who connect and engage with the UA and each other.

• Increase alumni participation through targeted regional strategies

• Increase student and young alumni engagement

• Increase alumni participation and satisfaction in UAAA volunteer programs

• Increase alumni participation in the alumni career network and grow professional development programs

COMMUNICATE
Inspire alumni to stay informed about the university while increasing alumni advocacy, engagement and support.

• Expand digital offerings and content to increase alumni engagement and opportunities for alumni to demonstrate digital pride

• Increase alumni engagement through UA and UAAA brand marketing strategies

• Increase alumni communications and opportunities to engage through print media and alumni magazine

• Develop cross-campus communications strategy that builds awareness about UAAA

COLLABORATE
Develop strategic campus partnerships that advance the university and increase alumni support.

• Expand campus outreach efforts to increase interest and demand from colleges for partnership with UAAA

• Build upon and nurture existing campus partnerships

• Partner with colleges to centralize alumni volunteer offerings and create campus-wide volunteer tracking system

• Expand reach of the Alumni Career Lab

IMPACT
Drive alumni engagement and affinity to increase long-term support of UA.

• Develop metrics to measure outcomes and demonstrate value through organizational excellence.

• Increase use of our data, internally and externally, to develop effective engagement strategies

• Maximize financial support from multiple sources for engagement programming

• Demonstrate employee leadership through engagement in campus groups

• Build an office culture that supports the recruitment and retention of high performing staff

VALUES
Tradition
Innovation
Integrity
Excellence
Meaningful Relationships