



University of Maryland University College
ALUMNI ASSOCIATION

2006/2010 STRATEGIC PLAN

STRATEGIES	GOAL	RESPONSIBLE
Recruit and retain volunteer leadership	Maintain Board and Committee membership that is reflective of UMUC's diverse alumni community	Executive Committee
Increase services and broaden our reach to alumni across the globe	Provide a wide variety of programs, services, and resources that are responsive to alumni's personal and professional needs	Career & Professional Development Committee Outreach and Chapter Development
	Increase connection with and among alumni with military affiliations	DOD Relations Committee
Connect & involve alumni in the promotion and advancement of the university	Increase alumni philanthropic support for student scholarships	Philanthropy Committee
	Encourage alumni to get involved in Student Support programs such as: UMUC411; Navigation Stations; New Student Welcome Program and other student mentoring activities	Student Relations Committee
	Organize alumni support to increase awareness of UMUC's goals and advocate for support among Maryland Legislatures	
Increase the impact of traditional and Web-based communications	Foster strong two-way communication with alumni through a mixture of web-based communication methods	Communications Committee
	Maintain a cohesive look throughout the alumni website, online community, publications, and all communication to stakeholders	
	Distribute communication with timely and relevant content that informs, connects and educates alumni about UMUC and Alumni Association initiatives	
Increase Alumni Association Membership	Increase visibility and strengthen the Association's identity among students to build loyalty and lifelong connection to UMUC	Student Relations Committee
	Ensure that all communications promote messages that incite "a call to action" to get involved and stay connected.	Communications Committee
Expand the Association's revenue portfolio	Expand affinity partnerships to provide a range of offerings which readily address alumni interest and provide value-added discounts and services	Business Development Committee Finance Committee