



# Strategic Plan

2010 - 2013



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## Introduction

This plan is the blueprint by which the SIU Alumni Association will navigate over the next **four** years. It was developed over an 18 month process that included the Alumni Services/SIU Alumni Association staff and members of the Association Board. In addition, this plan takes into consideration the strategic planning process and outcomes undertaken by members of the Association Board in 2006.

The plan is a living document. As such, this plan may require editing and/or updates in order to respond to our changing climate. Climates that affect this organization and thereby may be cause for change in this document can be very specific, such as that of the University, or global, such as the economy. As we all have experienced, there is but one constant element in the world and that constant element is change.

## Mission

Since its inception in 1896, the Association has worked to serve Southern Illinois University and our alumni. Today, there are more than 220,000 living alumni in every state of the United States and over 130 countries.

The mission of the SIU Alumni Association is “To reveal to the world the excellence of Southern Illinois University.” The Association has a long tradition of providing support for the University community and constituents of Southern. More specifically the Association serves as a connection to our alumni. The Association aspires to promote Saluki Pride, generate loyalty, and be a conduit between alumni and Southern Illinois University.

**Mission:**

**To reveal to the world the excellence of Southern Illinois University.**

The SIU Alumni Association:

- is a strong, independent, and self-sufficient organization.
- desires to be an important and respected partner in the future of our alma mater.
- will plan for its long term viability /survivability in light of declining University support.
- will work toward establishing a permanent home for Alumni who represent the largest and most loyal SIUC entity.
- believes a committed, proactive, and respected Board of Directors is essential to its future.

**Guiding Principle #1:**

**The Association is a strong, independent, and self-sufficient organization.**

**Goal Statement:**

We will be a connection among constituencies demonstrating value in their involvement and affinity to SIU.

Action Step 1: Establish and/or revitalize Chapters or Clubs in the US and internationally.

Milestone: Plan developed and SIU AA Board and University support secured  
Completion Date: December 2010

Milestone: Two international chapters/clubs created  
Completion Date: December 2011

Milestone: Five domestic chapters/clubs created and/or revitalized  
Completion Date: July 2012

Staff Responsible: Director of Off-Campus Programs and Executive Director

Action Step 2: Evaluate current groups and establish three new constituent groups over the next three years.

Milestone: Evaluation of current constituent groups  
Completion Date: August 2010

Milestone: Plan developed for new groups  
Completion Date: January 2011

Milestone: SIU AA Board and University support secured  
Completion Date: April 2011

Milestone: Execute the plan  
Completion Date: May 2011

Milestone: Evaluate plan  
Completion Date: February 2012

Staff Responsible: Director of Student Relations and Executive Director

**Guiding Principle #2: The SIU Alumni Association desires to be an important and respected partner in the future of our alma mater.**

Goal Statement:

We will be a connection among constituencies demonstrating value in their involvement and affinity to SIU.

Action Step 1: Enhance the affinity program to determine value and effectiveness.

Milestone: Evaluation of current program complete  
Completion Date: December 2010

Milestone: Establish an affinity program plan to appeal to a broad audience  
Completion Date: March 2011

Milestone: SIU AA and University support secured for plan

Completion Date: October 2011

Milestone: Execute plan

Completion Date: November 2011

Milestone: Evaluate plan

Completion Date: November 2012

Staff Responsible: Controller and Executive Director

Action Step 2: Create a comprehensive communication plan, targeting internal and external constituencies, that promotes membership, SIU AA brands, and programs by increasing the number and/or effectiveness of communications in various media such as print, broadcast, electronic, etc.

Milestone: Plan created and SIU Board approval secured

Completion Date: October 2010

Milestone: Plan executed

Completion Date: October 2011

Milestone: Increase communications by 25%

Completion Date: October 2012

Milestone: Increase communications by 50%

Completion Date: October 2013

Milestone: Plan evaluated

Completion Date: October 2012, 2013

Staff Responsible: Directors of Public Relations, Member Services, Communications, Controller, and Executive Director

Action Step 3: Evaluate Saluki Interactive.

Milestone: Determine volunteer and college/departamental involvement

Completion Date: August 2010

Milestone: Establish plan for the next 12 months of operation / participation  
Completion Date: October 2010

Milestone: SIU AA and University support secured for plan  
Completion Date: December 2010

Milestone: Execute plan  
Completion Date: January 2011

Staff Responsible: Administrative Assistant and Executive Director

Action Step 4: Create a plan to establish two additional reunions.

Milestone: Plan developed and SIU AA Board and University support secured  
Completion Date: January 2011

Milestone: Execute plan to establish new reunions  
Completion Date: September 2011

Milestone: Evaluate programs  
Completion Date: January 2012

Staff Responsible: Directors of Student Relations and Member Services,  
Administrative Assistant, Controller and Executive Director

Action Step 5: Increase sponsor and student participation in the Extern Program.

Milestone: Plan created and SIU AA Board and University support secured  
Completion Date: December 2010

Milestone: Total participation increased by 5%  
Completion Date: April 2011

Milestone: Total participation increased by 3%  
Completion Date: April 2012

Staff Responsible: Director of Student Relations and Executive Director

Action Step 6: Work with the Chapters and Clubs as follow-up to the June 2009 Symposium.

Milestone: Achieve symposium objectives:

- Provide assistance to local chapters/clubs in contacting local alumni
- Develop a Facebook, listserv or other type of discussion board for more effective chapter/club communication
- Develop a list of best practices for chapters/clubs
- Develop a closer linkage with Career Services for job search purposes
- Follow-up three to four months after graduation with information about the Alumni Association to recent graduates

Completion Date: December 2010

Milestone: Evaluate actions taken and revise strategy if necessary

Completion Date: June 2011

Staff Responsible: Directors of Off Campus Programs, Communications, and Member Services

Action Step 7: Evaluate current student programs and develop a plan to enhance the student experience and strengthen support for Southern.

Milestone: Evaluate current student programs

Completion Date: September 2010

Milestone: Plan created

Completion Date: February 2011

Milestone: Secure SIU AA Board and University support

Completion Date: April 2011

Milestone: Execute plan

Completion Date: August 2012

Milestone: Evaluate plan

Completion Date: April 2013

Staff Responsible: Director of Student Relations and Executive Director

**Guiding Principle #3: The SIU Alumni Association will plan for its long term viability /survivability in light of declining University support.**

**Goal Statement:**

We will increase revenue by expanding existing income streams and creating and/or identifying new sources of income to support and enhance programs, services, and staffing.

Action Step 1: Create two new revenue opportunities within the communications area.

Milestone: Plan created and SIU AA Board approval secured

Completion Date: October 2010

Milestone: Implement the two revenue opportunities over the next two years

Completion Dates: July 2011 and July 2012

Milestone: Evaluate the plan

Completion Date: July 2012 and July 2013

Staff Responsible: Director of Communications, Controller, and Executive Director

Action Step 2: Work with the SIU AA Board to evaluate the investment strategy to determine if asset allocation in our portfolio is optimal.

Milestone: Evaluation of current strategy

Completion Date: January 2010

Milestone: Execute any SIU AA Board changes in the investment strategy

Completion date: December 2010

Milestone: Continued evaluation of investment strategy

Completion Date: Ongoing (during investment phase 2010)

Staff Responsible: Controller and Executive Director

Action Step 3: Create six additional annual membership campaigns: three to recruit new members and three to renew lapsed members.

Milestones: Target populations identified and campaigns created

Completion Date: December 2010

Milestone: Execute each campaign

Completion Dates: January through December 2011

Milestone: Evaluate each campaign

Completion Date: Ongoing (during execution phase 2011)

Staff Responsible: Director of Member Services and Executive Director

Action Step 4: Identify potential credit card affinity partners and secure new agreement.

Milestone: Potential partners identified and SIU AA Board and University approval secured

Completion Date: January 2011

Milestone: Contract in place

Completion Date: July 2012

Staff Responsible: Controller, SIUAA Board Treasurer, and Executive Director

Goal Statement:

We will increase organizational efficiency by maximizing resources in order to better serve our constituencies.

Action Step 1: Develop a strategy for management of the Association web site.

Milestone: Research various options and make recommendations to the University and SIU AA Board

Completion Date: August 2010

Milestone: Seek SIU AA Board and University support/funding  
Completion Date: October 2010

Staff Responsible: Controller and Executive Director

Action Step 2: Establish a sponsorship program for SIU AA events and programs to increase corporate involvement.

Milestone: Plan created and SIU AA Board and university support secured  
Completion Date: April 2010

Milestone: Plan executed, phase I  
Completion Date: August 2010

Milestone: Plan executed, phase II  
Completion Date: January 2011

Milestone: Evaluate plan  
Completion Date: Ongoing

Staff Responsible: Directors of Public Relations, Off Campus Programs, and Executive Director

Action Step 3: Hire a student employee for Public Relations unit to assist with research and program support.

Milestone: Student hired  
Completion Date: April 2010

Staff Responsible: Director of Public Relations, Controller, and Executive Director

Action Step 4: Evaluate surveys from events to ensure programs are appropriate and results are communicated.

Milestone: Evaluation complete following event  
Completion Date: Ongoing

Staff Responsible: Administrative Assistant and Program Director

Action Step 5: Create a plan for continuing education and professional development of Alumni Services / SIU AA Team members.

Milestone: Plan developed and University and SIU AA Board approval secured  
Completion Date: December 2010

Staff Responsible: Executive Director

Action Step 6: Evaluate Association scholarships to streamline program management.

Milestone: Evaluation complete  
Completion Date: January 2011

Milestone: Plan complete and SIU AA Board and University support secured  
Completion Date: April 2011

Milestone: Plan executed  
Completion Date: December 2011

Milestone: Plan evaluated  
Completion Date: May 2012

Staff Responsible: Directors of Off Campus Programs, Student Relations, and Controller

Action Step 7: Evaluate Member Benefit Program to ensure the program is of value to our members as well as participating businesses.

Milestone: Evaluation complete and plan established  
Completion Date: October 2010

Milestone: Establish criteria for business participation  
Completion Date: January 2011

Milestone: SIU AA Board approval secured

Completion Date: February 2011

Milestone: Program executed

Completion Date: January 2012

Milestone: Evaluate the program

Completion Date: Ongoing

Staff Responsible: Directors of Member Services and Public Relations

**Guiding Principle #4: The SIU Alumni Association will work toward establishing a permanent home for Alumni who represent the largest and most loyal SIUC entity.**

Goal Statement:

We will be a connection among constituencies demonstrating value in their involvement and affinity to SIU.

Action Step 1: Work with Concept and Design Committee to establish a plan for an Institutional Advancement building.

Milestone: Plan developed

Completion Date: December 2011

Staff Responsible: Alumni Executive Director and Foundation CEO

**Guiding Principle #5: The SIU Alumni Association believes a committed, proactive, and respected Board of Directors is essential to its future.**

Goal Statement:

We will be a connection among constituencies demonstrating value in their involvement and affinity to SIU.

Action Step 1: Work with SIU AA Board Orientation Facilitator to coordinate orientation and training of SIU AA Board members.

Milestone: Plan developed and SIU AA Board approval secured  
Completion Date: July 2010

Milestone: Evaluate orientation and training program  
Completion Date: Ongoing

Staff Responsible: Administrative Assistant, and Executive Director