



## ACTION PLANS

STRATEGIC PRIORITY: Role Clarification (revised)

### GOAL

Foster pride and participation in the McMaster Alumni Association and University

	ACTIONS				
	Tasks	Timing	Person(s) responsible	Resources	
				Budget	HR
<b>STRATEGY 1</b>  Recruit, retain and recognize excellence in volunteers as leaders/participants in the McMaster Alumni Association, programs and committees, advocates and ambassadors for McMaster	Establish a comprehensive training program for all Association volunteers.	Summer 2010 for 2010/2011 Board.	Director, Associate Director with consultation with MAA Executive	Association Budget – Board	
	Increase number of young alumni volunteers within the Association.	Goals set by August 2010 for 2010/11 for each committee	Associate Director with Volunteer Management Ex. Councillor, Alumni Outreach Ex. Councillor, Alumni Office with Succession	Association Budget – Volunteer Management	



	<b>ACTIONS</b>				
	Tasks	Timing	Person(s) responsible	Resources	
				Budget	HR
	<p>Increase the number of volunteers outside of the Hamilton area by the re-establishment of the Distant Alumni Contact program</p> <p>Provide volunteer leadership with the information and tools they need in order to be active ambassadors for McMaster</p>	<p>Summer 2010 – Revisions to program and launch in Fall 2011</p> <p>Summer 2010 – Orientation</p> <p>Consultation in 2011 and 2012</p>	<p>&amp; Governance Chair</p> <p>Alumni Director, Alumni Officers, Domestic &amp; International Branches</p> <p>Alumni Director, Associate Director, MAA President</p>	<p>Association Budget - Branches</p> <p>Association Budget - Board</p>	
<p><b>STRATEGY 2</b></p> <p>Provide University with advice, support &amp; guidance</p>	<p>Facilitate communication between University &amp; Association by arranging annual meetings with President and senior administrators and preparing an annual letter from the Association to the Board of Governors Chair</p> <p>Develop an annual report for distribution to alumni, Board and University senior administrators</p>	<p>Annually in Summer &amp; Fall</p> <p>Annually in June</p>	<p>Director, Assoc. Director, MAA Executive</p> <p>Director, Associate Director</p>	<p>Association Budget – Board</p> <p>Association Budget – Board</p>	



	ACTIONS				
	Tasks	Timing	Person(s) responsible	Resources	
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	Provide leadership development opportunities to MAA President and/or member of the Executive with a strong connection to the alumni program.	2010, 2011, 2012	Director, Associate Director, MAA President	Association Budget - Board	
<b>STRATEGY 3</b>  Have strong, vibrant, focused Executive Committee & a well informed MAA Board	Investigate an increase in number of Executive Committee meetings with standard agenda	Spring 2010 - Review based on experience winter 2010 & Implementation 2010-2011	Director, Associate Director with Executive Committee	Association Budget - Board	
	Revise committee reporting practices				
	Review orientation program, revise as needed and refine in subsequent years. Included in the orientation process is an overview of the University, University Advancement and alumni relations as well as media relations orientation.	Spring 2010 – Review with Executive & Implementation 2010, 2011, 2012	Director, Associate Director with Executive Committee	Association Budget - Board	
	Establish regular meetings with the President, Director & Associate Director.	Spring 2010 – Review with Executive & Implementation 2010, 2011, 2012	Director, Associate Director with Executive Committee	Association Budget - Board	
	Review current communications plan for Executive and Board including				



	<b>ACTIONS</b>				
	Tasks	Timing	Person(s) responsible	Resources	
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	<p>Presidential correspondence.</p> <p>Prepare an annual update from the President of the Alumni Association to the McMaster President</p> <p>Proposed a reduction of one Board meeting per year with visits from President &amp; VP, University Advancement</p>	<p>Timing as appropriate &amp;/or June each year.</p> <p>2010-2011 Pilot three Board meetings and review at end of year.</p>	<p>Alumni Director, Assoc. Director, MAA President.</p> <p>Director, Associate Director, Succession &amp; Governance Committee</p>	<p>Association Budget – Board</p>	
<p><b>STRATEGY 4</b></p> <p>Recognize and publicize achievements and contributions of alumni and University</p>	<p>Maintain strong awards program and enhance participation in external awards programs</p> <p>Communicate effectively with alumni about achievements of the University</p>	<p>External awards plan to be developed by Dec 2010 for implementation</p> <p>Develop communications plan/key messaging guidelines by Dec 2010</p>	<p>Director, Assoc. Director, Alumni Officer Services &amp; Benefits with Volunteer Management Exec. Councillor</p> <p>Director, Assoc. Director</p>	<p>Association Budget – Volunteer Management</p> <p>Association Budget – may require extra funds</p>	



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