



## ACTION PLANS

STRATEGIC PRIORITY: Engaging Our Current Students

### GOAL

Increase student engagement in current and new alumni programs.

	ACTIONS				
	Tasks	Timing	Person(s) responsible	Resources	
				Budget	HR
<b>STRATEGY 1</b>  Cultivate current students to become active future alumni, outstanding university ambassadors, and volunteer leaders	Provide a timely welcome to McMaster and the McMaster Alumni Association	Summer 2010 – Review current program for implementation in Fall 2010 with revisions & enhancements in 2010 & 2011	Assoc. Director, Alumni Officer, Students & Young Alumni with Student Relations Chair	Association Budget – Student Relations – may require additional budget	
	Develop and implement new programs to engage students, build Association profile and contribute to a positive	Summer/Fall 2010 – Program development.	Alumni Director, Alumni	Association Budget – Student	



	ACTIONS				
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	undergraduate and graduate experience.	2011 & 2012 – Implementation, review and enhancements	Officer, Students & Young Alumni & Student Relations Chair	Relations – may require additional budget	
	Enhance current initiatives to build visibility of the McMaster Alumni Association through contact with students including establishing a second and third year event to complement welcome events and graduating student programming	Plan by Dec 2010 for implementation in 2011, review and revise in 2012.	Alumni Director, Alumni Officer, Students & Young Alumni with Student Relations Chair	Association Budget – Student Relations – may require additional budget	
<b>STRATEGY 2</b>  Engage students in activities and programs that address specific life stage interests	Establish the Association and University as a lifelong resource for their personal/professional lives  Facilitate networking among students and alumni in their field of interests  Continue to develop programming that	Summer 2010 – Review of <i>Life After Mac</i> Series, networking program & career services  Fall 2010 –	Alumni Director, Alumni Officer, Student Relations with Student Relations	Association Budget – Student Relations – may require additional budget	



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	assists our students with life skills such as career planning, job search and financial planning	Revisions to current programming  2011 & 2012 – Review, revisions & enhancements	Chair along with partner campus organizations (Career Services) and current affinity programs via the Finance Chair		
	Establish a graduate student program.	Summer/Fall 2010 – Begin investigation and program development  Winter 2011 – Program launch  2011 & 2012 – Revisions & enhancements as required	Associate Director along with Alumni Officer, Student & Young Alumni programming and Student Relations Chair	Association Budget – Student Relations – may require additional budget	



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<b>STRATEGY 3</b>  Develop communication vehicles to engage students	Leverage new media to deliver relevant and timely information to current students.  Provide a single access point for alumni interaction with the University and each other.  Create programming that takes advantage of electronic media.  Create a robust and coordinated electronic communications plan.  Investigate how other campus partners are employing social media in their programming as well as future University initiatives regarding social media.	Summer 2010 - Begin review  Fall 2010 – Communication Plan development  Winter 2011 – Implementation  2011 & 2012 – Revisions and enhancements  Summer and Fall 2010 - Review  2011 – Plan development and implementation	Alumni Director, New Media Coordinator, with consultation with MAA Executive          Alumni Director, New Media Coordinator, with consultation with MAA Executive	Association Budget – Communications – may require additional budget	