

## ACTION PLANS

**STRATEGIC PRIORITY:** Keeping McMaster Relevant

### GOAL

Provide high quality programs that promote continuing links among alumni, and lifelong relationships between the University and its alumni.

	ACTIONS				
	Tasks	Timing	Person(s) responsible	Resources	
				Budget	HR
<b>STRATEGY 1</b>  Develop, maintain and enhance alumni programs and services that expand engagement opportunities and effectiveness and offer value to alumni in their careers and personal lives	Maintain strong local programming including Homecoming and Alumni Weekend, which reinforces alumni recognition, University visibility and profile, community and other partnerships.  Explore and cultivate new partnerships to improve reach and effectiveness of alumni programs (i.e. kids of alumni at camps; first-year students, graduate students)	Year-round programming with a commitment to 100 events and targets for attendance including a focus on young alumni participation.	Alumni Office and volunteer committees – AACE, Mac Luncheon & Alumni Outreach Committee.	Majority of programming supported by operating funds from University.	



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	<p>Broaden the scope of alumni connections to McMaster by establishing more affinity based linkages that are reflective of our diverse population. Programs include the enhancements to women's, family and professional development programming as well as development of faculty travel program.</p> <p>Engage former MAA presidents on an annual basis with a minimum of one dedicated event per year.</p> <p>Increase range, participation and revenue associated with services and benefits.</p>	<p>Summer 2010: Investigation into development of diversity of programming.</p> <p>Fall 2010: Program development.</p> <p>2011-2012: Refinement, enhancement and evaluation.</p> <p>Develop plan by Sept. 10 for implementation in 2011. Review, revise for 2012.</p>	<p>Alumni Office with consultation with Alumni Outreach Committee.</p> <p>Associate Director, Alumni &amp; MAA Executive</p> <p>Alumni</p>	<p>Majority of programming supported by operating funds from University.</p> <p>Association budget</p> <p>Services &amp; Benefits programming</p>	



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	Provide opportunities for alumni support to be part of the alumni program	<p>2010-2012: Refinement, enhancement and evaluation.</p> <p>Develop plan by Dec. 10 for implementation in 2011, review and revise in 2012.</p>	<p>Office with consultation with the Finance Committee.</p> <p>Alumni Director, Associate Directors, Alumni &amp; Annual Giving</p>	<p>budget.</p> <p>Alumni &amp; Annual Giving budgets.</p>	
<p><b>STRATEGY 2</b></p> <p>Strengthen connections with geographically distant alumni</p>	<p>Enhance regional programming and communications and provide more educational experiences.</p> <p>Development of an annual “road show” that provides an educational opportunity and that showcases McMaster’s strengths and highlights McMaster faculty.</p> <p>Establish regular yearly events in former Branch areas: Victoria, Vancouver, Calgary, Montreal, Kitchener-Waterloo-</p>	<p>Year-round programming with a commitment to 35 and targets for attendance including a focus on young alumni participation.</p> <p>Branch plan developed in 2010 for</p>	<p>Alumni Office in conjunction with established alumni branches and Alumni Outreach Committee.</p>	<p>Association Budget – Branches – may require additional budget</p>	

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	Guelph-Cambridge, and New York.	introduction in 2011, then reviewed & revised as necessary for 2012.			
	Establish regular yearly events in Mississauga, Oakville, Chicago, Barrie and other areas that have a minimum of 500 active alumni in the area.				
	Develop list of cities that will have bi-annual alumni events.			Association Budget – Branches – may require additional budget	
	In conjunction with events, set up meetings with current and potential Branch leaders to assist in planning events and activities and explore potential volunteer-run events.				
	Investigate the development of President of McMaster and President of MAA events and/or meetings that involve alumni in geographical areas of importance to McMaster.	Summer/Fall 2010 – Program development	Director, Associate Director with consultation with Executive and Vice-President, University Advancement	Association Budget – Branches – may require additional budget	
		2011 – Program begins			
		2012 - Evaluation			



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<b>STRATEGY 3</b>  Engage graduate students in value-added and meaningful ways	Meet with Assistant Dean, Graduate Student Life to discuss programming ideas for Grad students and possible grad student volunteers to assist in creating program.  Extend invitation to grad student list for appropriate existing programming	Fall 2010	Associate Director along with Alumni Officer, Student & Young Alumni programming and Student Relations Committee.	Association Budget – Student Relations – may require additional budget	
<b>STRATEGY 4</b>  Maintain and enhance evaluation methods	Measure and monitor the success of Association programming with a common set of metrics.  Identify and retire programs that are no longer relevant, successful, or cost effective	Summer 10 Develop new event goals & outcomes forms  Review & discuss evals at end of event	Alumni Office with consultation with Executive Committee.		



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	Development of communication plan for reporting on strategic plan to members of the Alumni Association.	season with supervisor			
<b>STRATEGY 5</b>  Provide alumni with timely updates about the University and alumni program	Review other universities in Canada and US on their alumni communications plan.  Development of alumni communications plan with consultation from University Public & Government Relations program.	Summer/Fall 2010 – Review  Fall 2010/Winter 2011 – Development of plan		Association Budget – Communications budget – may require additional budget	