



ACTION PLANS

STRATEGIC PRIORITY: Engage Our Young Alumni

GOAL

Cultivate participation of young alumni

	ACTIONS				
	Tasks	Timing	Person(s) responsible	Resources	
				Budget	HR
STRATEGY 1 Create a sustainable & relevant connection with young alumni	Develop and implement programs to engage young alumni, build Association profile and contribute to a lifelong relationship with McMaster.	Summer 2010/Fall 2010 – Review current young alumni programming including results from alumni engagement survey Development of program for	Alumni Director, Alumni Officer, Students & Young Alumni with Student Relations Chair.	Association budget – Young Alumni – may require additional budget	



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		young alumni by Dec. 2010 for 2011 & 2012 – Implementation, review and enhancements.			
STRATEGY 2 Continue to develop and enhance career services programming in partnership with Career Services and Knightsbridge	Investigate opportunities to increase mentoring events with Career Services as well as other applicable services and programs.	Summer/Fall 2010 – Program enhancement investigation and launch of new program 2011 & 2012 – Review & Enhancements	Assoc. Director, Alumni Officer, Students & Young Alumni along with Finance Chair, Student Relations Ex. Councillor, campus partners and Executive	Association Budget – Young Alumni – may require additional budget	
	Promote launch of new Knightsbridge service to grads six years or more from graduation	Beginning in Spring 2010		Association Budget – Young Alumni – may require additional budget	
	Continue to promote Career Services and Career Coaching services for alumni within five years of graduation.				



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	Conduct an audit of other alumni programs in Canada and US that offer career services programming for young alumni.	2010 – Audit and reporting to Board by Dec 2010. Pending audit and recommendations, implementation in 2011 and 2012.	Associate Director		
STRATEGY 3 Continue to offer in-person opportunities for young alumni to interact with current students, alumni and the University	Continue to expand and enhance current programming including offering more Welcome-Back events, invitations for young alumni to attend <i>Life After Mac</i> student events and work with the MSU to open campus events to young alumni.	Fall 2010 with review and enhancements in 2011 & 2012	Alumni Director, Alumni Officer, Students & Young Alumni along with campus partners and Student Relations Exec. Councillor	Association budget – Young alumni – may require additional budget	



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STRATEGY 4 Develop communication vehicles to engage young alumni.	Leverage new media to deliver relevant and timely information to current students which may involve the development of an alumni application for smart phones.	Summer 2010 - Begin review	Alumni Director, New Media Coordinator, with consultation with MAA Executive	Association Budget- Communications – may require additional budget	
	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.	Fall 2010 – Communication Plan development Winter 2011 – Implementation 2011 & 2012 – Revisions and enhancements as required	Alumni Director, New Media Coordinator, with consultation with MAA Executive	Association Budget- Communications – may require additional budget	



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STRATEGY 5 Develop evaluation/ benchmarking for social media	Investigate and review best practices for benchmark social media applications with the other G13 universities and similar organizations.	Summer/Fall 2010 – Review & development of measures 2011 & 2012 – Implementation & Review	Alumni Officer, New Media with Consultation with Executive	Association Budget - Communications	