Strategic Planning Process

- Brainstorming of all Goals
- Sorting of Ideas
- Prioritization
- Identification of Main Goal Topics
- Differentiated between Goals and Activities
- Identified goals in each area
- Began identifying potential activities to reach goals
Goals for 2009 Alumni Association Activity

1. Increase Alumni Participation*
2. Increase Networking Opportunities for Alumni
3. Increase Alumni Participation in donations to the college
4. Improved communication*
   - Internally- within Alumni Board
   - Externally-with Alumni, College and Community

*Jan/09- explored at the activity level
Increase Alumni Participation

Ideas to explore for reaching this goal

- Each Board member contact their list of classmates
- Get more friends to join board
- Create theme for activities—“bring a friend/classmate”
- Each Board member get 2 new people to register for My Molloy. If problems, communicate to office for VIP treatment of new participants
- Alumni Board members must attend events to help with work
- Identify new ideas for stale events to draw more alumni

*Jan/09- explored at the activity level*
Increase Alumni Participation
Ideas to explore for reaching this goal (cont’d)

- Create 3-5 affinity groups and activities for networking
- Alumni Association become involved with charity work already on campus or find something new to encourage alumni to “work” and “play” together
- Identify and reach out to class reps for cohesiveness
- Call others- be persistent
- Earlier notification of events
  - Save the date notices at least 3-4 months in advance
  - Details out to alumni at least 2 months in advance
- Encourage event participation by allowing alumni to pay with “alumni event volunteer/participation time” when they cannot afford an event

*Jan/09- explored at the activity level*
Increase Networking Opportunities for Alumni

- Economic Environment will make it important for Alumni to have a network
- Create specific networking events for alumni at different locations and with different themes
- Find creative ways to bring alumni together outside of regular meetings and traditional events
- Use affinity groups with specific activities based on interests
- Bring speakers from professional areas at beginning of meetings as a draw
  - opportunity to learn and network
  - brown bag dinners with motivational or special interest speakers
Increase Alumni Participation in Donations to the College

Goals for fundraising and friend raising:

- Increase financial support for the college
- Increase percentage of alumni giving
- Increase giving by individual alumni
- Increase alumni finding gifts from others
  - When they cannot give themselves
  - By bringing others to fundraising events and building “friends”
For Immediate Implementation

- Special Phone Number will have Board message by 12noon on meeting day (for reminder, changes, location, etc)
  - 516-678-5000 x6507 (Marion’s phone number)
- Minutes and agenda will be posted as a link on the alumni home page by Friday before each meeting (beginning after March Meeting)
Other activities for implementation

- Increase accountability, participation and meeting attendance by Board Members

- Improve Board Communication by posting all Board notices on My Molloy:
  - Board meeting notices
  - Board agendas and minutes
  - Other handouts or information that Board and Alumni should see
Improved Communication
Internally- cont’d

- E-mail to all Board members with meeting reminder
  - Board members requested to “reply” immediately upon receipt
  - Board members need to update their contact info regularly
  - Report problems if e-mails not getting through

- Officers and staff call Board members regularly at personal and professional level to keep up and keep interested
Improved Communication
Externally- Alumni Board to College

- Board must be more visible at college events
- Alumni Association support of college through attendance at events, ceremonies, etc
- Post meetings and events early and visibly
- Keep inviting Student leaders to Board meetings so that we can be aware of their events and vice versa… they can also spread the word on campus about Alumni events
Improved Communication
Externally- Alumni Board to College

- Invite professors/staff as guest speakers at Board meetings
- Invite faculty alumni to participate with Alumni Board to encourage improved communication with faculty
  - Invite department liaisons for affinity group events and alumni meetings
- Alumni /Development office to send out communication about events and meetings to college faculty and staff
  - E-mailings, web postings, flyers in public areas, etc
Improved Communication
Externally- Alumni Board to Community

- Improve Alumni Event PR-
  - LI Catholic
  - Local newspapers
  - Newsday upcoming events,
  - Cable News 12 Event Calendar
  - Post flyers in community

- Use Community at large as way to bring alumni together
  - Free speakers from community interest groups
  - Get alumni involved with community events
  - Offer community service opportunities for alumni to do together –
  - Be sure to get publicity for the activity (church bulletins, alumni website, newspapers. Etc) to encourage future alumni and community group participation
Brainstorming Ideas for Future Board Consideration
Brainstorming:
Potential ideas to replace stale events*

- Clowning at homecoming tailgate party
- Homecoming brunch instead of dinner
- Combine Alumni Awards Ceremony into Homecoming Dinner
- To get GOLD alumni to homecoming events, consider Hall of Fame Sports awards along with Alumni Awards at one bigger dinner
- New locations and venues
- Homecoming art component
- Homecoming music component
- Homecoming theater component

* ideas to be explored at future meetings for possible 2009 and 2010 implementation
Brainstorming:
Potential ideas to replace stale events*

- Have a guest of honor at homecoming events to lure alumni
- Consider Casino event
- Dinner Cruise or Cruise to Nowhere
- Outdoor movie events on campus in good weather - Cedar Grove Flick Nights

* for discussion at future meetings for possible implementation in 2009 and 2010
Brainstorming:
Potential ideas to replace stale events*

- Identify Affinity Groups
- Quarterly Affinity Group Events
  - Book Club Affinity Group
    - Book signings, author readings, use alumni area of website for info on bookclub reading assignments
  - Professional Affinity Groups
    - Social work group already exists- bring it under Association to increase visibility for others
    - Allied Health group has expressed interest
  - Charity work/volunteerism Affinity Group
Brainstorming: Potential ideas to replace stale events*

- Sporting events have been very popular - can we find more?
- Parade focused event
- GOLD Alumni - Pub Crawl?
- Taste of Molloy Event - invite alumni, college and community
- Fishing Charter Cruise
- Use charity/volunteerism to create 2 big events per year:
  - Charity walks, volunteer days
  - Find out what charity opportunities are out there with needs and find affinity group to select as their charity work