**WSU Alumni Association Strategic Plan**

**2012-2015**

For 100 years, the Alumni Association has worked diligently to serve our alumni — whether of Fairmount College, the University of Wichita or Wichita State University. We are proud of the work that we have accomplished and look forward to the future. We are fully aware that, in the years ahead, our alumni and our alma mater will expect more of us, not less.

Building on the success that has preceded us, the 2012-2015 strategic plan was developed through collaborative efforts of the WSU Board of Directors and the professional staff. The plan is guided by our mission, vision and core values and sets an agenda of dedication and determination to support our continued growth and enhance our services for our alumni and our beloved Wichita State.

**Mission**

Our mission is to create, maintain, and enhance relationships among Wichita State University alumni, current and prospective students, faculty, staff and friends in order to foster loyalty, interest and support for the University and for one another.

**Vision**

To provide an opportunity for those who love WSU to connect with one another in vibrant and diverse ways, guided by these principles:

̶We will foster active participation and pride in WSU through increased membership and support, quality services and imaginative communication.

̶We will enhance the Association’s position as a vital part of the community, and provide such dynamic programming and enthusiasm that it will always be worthy of national acclaim.

̶We will radiate such passion for WSU that others will easily see that their involvement with the Association will be meaningful and exhilarating.

**Core Values**

* Serving WSU, Alumni, Students and our Community
* Honoring Shocker Pride
* Fostering and Maintaining Relationships
* Valuing Higher Education

**STRATEGIC AREA: UNIVERSTIY PARTNERSHIPS**

Goal: Strengthen our partnerships with the Colleges, Intercollegiate Athletics and the WSU Foundation.

Strategies:

1. Inform our university partners of our mission and core services.
2. Develop a collaborative partnership with President Bardo and his senior staff.
3. Develop a strategy to effectively use our satellite office in the Rhatigan Student Center.
4. Strengthen legislative education and advocacy using the Shockers for Higher Education network (SHE).

**STRATEGIC AREA: FINANCAL STABILITY**

Goal: Substantially increase financial stability of the WSU Alumni Association.

Strategies:

1. Streamline current fundraising initiatives and develop new fundraising opportunities.
2. Increase donor recognition and follow-up.
3. Effectively utilize the association’s Director of Development.
4. Develop a plan of action for continued state funding of alumni services.
5. Explore affinity program opportunities.

**STRATEGIC AREA: MEMBERSHIP**

Goal: Increase membership in the alumni association.

Strategies:

1. Participate in key community events or programs.
2. Develop new benefits and services to attract greater numbers of non-members into membership.
3. Develop and implement a digital media strategy.
4. Retain current members.

**STRATEGIC AREA: CONNECTING TO CONSTITUENT GROUPS**

Goal: Create connections to Wichita State University and the Alumni Association over a lifetime.

Strategies:

1. Engage Shockers Forever (the student alumni association).
2. Engage young alumni (those gradating within the last 10 years).
3. Develop and engage alumni chapters.
4. Engage international alumni.
5. Develop and engage alumni societies.

**STRATEGIC AREA: CENTENNIAL CELEBRATION**

Goal: Celebrate 100 years of alumni and the history of the Alumni Association during the calendar year of 2013.

Strategies:

1. Identify a theme and events for the Centennial Celebration.
2. Engage and involve the entire Shocker community in the Centennial Celebration.
3. Document the history and story of the WSU Alumni Association.
4. Maximize fundraising and membership opportunities during the celebration.