

George Mason University

Alumni Association



2019-2024 Strategic Plan

## Preamble

Since 1968 the Alumni Association has connected alumni and friends to George Mason University. This five-year strategic plan makes a commitment to maintaining relevancy with the Mason Community: current and future alumni, staff/faculty, colleges/schools, affinity groups, sponsors and friends. The strategic priorities focus on commitments to engage within the university and outside the university, while continuing to fortify our foundation. Specific initiatives are developed annually in a collaborative process between the George Mason University Alumni Association (GMUAA) leaders and the Office of Alumni Relations staff.

## GMUAA Mission

The mission of the Alumni Association is to strengthen George Mason University by engaging alumni through fellowship, programs, and services that encourage active participation in the university community.

## Strategic Vision

To be the fundamental organization serving and connecting future and current alumni for George Mason University.

## Strategic Priorities

1. **Tailor Engagement.** Engage current and future alumni where they live, work, and play
2. **Amplify the Brand.** Increase visibility of the GMUAA and enhance collaboration within the University
3. **Strengthen the Base.** Improve alumni investment, information, initiatives and leadership opportunities

**Strategic Priority 1: Tailor Engagement.** Engage current and future alumni where they live, work, and play

**Objective 1.1: Support tailored events to expand engagement with the Mason Community**

**Tactics:**

- Develop and execute an annual plan that will be inclusive of life-stage and diverse opportunities where alumni live, work, and play
- Increase opportunities for alumni to gather regionally
- Increase Mason community and corporate outreach

**Objective 1.2: Build immediate and continued connection with future alumni**

**Tactics:**

- Create an undergraduate engagement plan that includes touchpoints starting early in the student lifecycle
- Create a plan to engage graduate students on a social and professional level early in the student lifecycle
- Develop an approach to assist in the recruitment of prospective students

**Objective 1.3: Expand and refine marketing and communication of engagement**

**Tactics:**

- Promote and market events and activities for alumni through all communication platforms
- Ensure outreach is tailored to the diverse populations across the Mason community
- Improve collaboration between the Office of Alumni Relations, colleges, schools, chapters and affinity groups to enable a collective presentation of activities and events for all alumni

**Strategic Priority 2: Amplify the Brand.** Increase visibility of the GMUAA and enhance collaboration within the University

**Objective 2.1: Evaluate and promote awareness of the Mason Alumni brand**

**Tactics:**

- Assess the Mason Alumni brand and its value and unique contribution to the Mason community
- Spread awareness of brand; ensure the brand is reflected in GMUAA products, services, and programs
- Increase opportunities and methods to recognize alumni and University accomplishments

**Objective 2.2: Establish intra-university leadership coordination**

**Tactics:**

- Increase connection and communication with university leadership bodies
- Develop plan to enhance alignment and collaboration with university leadership bodies

**Objective 2.3: Enhance support and increase alignment with colleges, schools, chapters and affinity groups**

**Tactics:**

- Increase engagement with colleges, schools, chapters and affinity groups programming and strategic efforts
- Establish an Alumni Board Executive and At-Large Directors Liaison relationship with affinity groups, chapters and the student government President
- Work with chapters on programming and budget requests

**Objective 2.4: Collaborate with current student initiatives and events**

**Tactics:**

- Increase association with student leadership
- Establish student alumni liaison role to better connect with current students

**Strategic Priority 3: Strengthen the Base.** Improve alumni investment, information, initiatives and leadership opportunities

**Objective 3.1: Build a platform for enhancing alumni investment**

**Tactics:**

- Create approach for increasing endowments, grants, and sponsorships
- Develop a plan to cultivate new alumni donors, while continuing to promote contribution to Mason
- Support current resources and identify new affinity partners and sponsors

**Objective 3.2: Implement a culture of strategic communication and data-driven decision making**

**Tactics:**

- Increase the reach of collecting future alumni information, to include opportunities to register as alumnus prior to graduation
- Develop a strategy to present opportunities for alumni to update their information on Mason's Alumni Online Community website
- Create a dashboard to assess, analyze, and compare GMUAA initiatives successes and opportunities for improvement

**Objective 3.3: Develop opportunities to promote the discovery and growth of diverse future alumni leadership candidates**

**Tactics:**

- Create and sustain a relationship/stakeholder map with leadership groups on campus and interact with the groups to identify future leadership candidates
- Identify current involved alumni and those who have completed the Volunteer Interest Form
- Cultivate a plan to connect with alumni and assist in facilitating opportunities for all alumni entities