

Alumni Relations Action Plan 2009-2010

COMMUNICATIONS TO ALUMNI

1. Online Community

Goal	Measurement	Responsible	Program Description
<p>To engage alumni wherever they live at whatever time suites them best.</p> <p>To touch as many alumni as possible.</p>	<p>Engagement can be measured by comments/questions left on the alumni webpage, responses to the electronic newsletter, registrations on the webpage, number of webpage “hits” per month, number of communications sent.</p>	<p>Alumni Director Public Relations Information Technology</p>	<p>*Alumni Webpage When alumni register on the webpage they may look up other alumni set up a personal photo album, start a blog, and connect their alumni personal page to Facebook or other networking sights. Alumni who are not registered members have access to information about alumni activities, but don’t have access to information about alums. Webpage registration needs to be promoted on all materials and at all alumni events.</p> <p>*Dragon Alum E-Newsletter The electronic newsletter is sent out twelve times/year to approximately 10,000 alumni. When appropriate it is sent the week of an event as a reminder to attend the event.</p> <p>*MSUM Presence on Linked-in Website This is a career networking site that will help our alumni find jobs and will help employers find our employees to hire. We have had some requests for an MSUM presence on this page. It makes more sense for us to have a presence on this website than for us to maintain our own career networking site.</p>

2. Alumnews

Goal	Measurement	Responsible	Program Description
To promote MSUM and share information about the university and its students, faculty and alumni and to raise the profile of the AF.	Feedback from alumni, contributions from AF staff and deans.	<i>Alumnews</i> editor is ultimately responsible, however AF staff is responsible for submitting stories and story ideas and information about AF activities.	<i>Alumnews</i> is mailed twice a year in January & August to 48,000 alumni.

3. Congratulatory Letters

Goal	Measurement	Responsible	Program Description
<p>To recognize alumni for their accomplishments and further engage them.</p> <p>Letters are sent by the alumni director to alumni who get new jobs, promotions, win awards, etc.</p> <p>Set up a system so the deans also send congratulatory letters.</p>	Letters sent within a week of us learning of the accomplishment and recorded in raisers edge.	Alumni Director and Deans.	Stewardship and cultivation.

4. E-mail and Phone Communication

Goal	Measurement	Responsible	Program Description
<p>To be available to assist alumni with questions, update information, take reservations, strengthen their bond to the university.</p> <p>Response is within one day of receiving the email.</p>	The number of e-mails sent to alumni@mnstate.edu , the number of information requests received through the webpage, phone calls.	Administrative assistant (alumni e-mail and phone) and alumni director (webpage).	Stewardship and cultivation

5. Baby Dragon Teeshirts

Goal	Measurement	Responsible	Program Description
To keep young alumni connected with MSUM. Send shirts to their new baby.	Number mailed out upon notification of the baby's birth.	Office administrative assistant.	This is one of the most popular activities we have. In addition to sending out baby shirts, names of babies and parents are listed in <i>Alumnews</i> .

LOCAL AND REGIONAL ACTIVITIES

1. Alumni and Friends Basketball Night

Goal	Measurement	Responsible	Program Description
To engage the 10,000+ alumni living in Cass and Clay counties, to provide a family oriented activity, to bring alumni to a basketball game and hopefully have them return for future games increasing attendance each year.	Attendance at the game.	Alumni Director and Alumni Activities Committee in consultation with the Athletic Director.	All local alumni are invited to this basketball game; we have door prizes and give-aways. This is one of the better attended games each year.

2. Straw Hat Alumni Event

Goal	Measurement	Responsible	Program Description
To engage with the 10,000+ local alumni, introduce them to Straw Hat Theatre, invite them to campus to participate in picnic and performance, increasing attendance by 10% each year.	Attendance	Alumni Director and Alumni Activities Committee in conjunction with Theatre Manager.	All local alumni are invited to a Straw Hat Theatre performance on July 28, 2009, which is preceded by a picnic on the mall with children's games, prizes and entertainment. The admissions office is also visible at this event.

3. Minnesota Twins Game Alumni Event

Goal	Measurement	Responsible	Program Description
To connect with our Twin Cities area alumni with a social event, to promote the University and to recruit students, increasing attendance by 10% each year.	Attendance increase.	Alumni Director and Twin Cities area board members.	All Twin Cities area alumni are invited to this event on July 7, 2009. The picnic before the game provides a networking opportunity for alumni and a chance for AF staff to meet area alumni.

4. Fargo Marathon Cheering Section

Goal	Measurement	Responsible	Program Description
Provide MSUM visibility to all participants.	Involvement of MSUM staff and alumni. Our MSUM alumni cheering section is publicized through e-mail, the alumni website and in <i>Alumnnews</i> .	Alumni Director and volunteers.	MSUM Alumni Foundation is present at the marathon on May 9, 2009, cheering on the participants.

5. Alumni & Family Football Game

Goal	Measurement	Responsible	Program Description
Increase attendance at the game.	Attendance	Alumni Director	All local alumni are invited to a game in conjunction with Family Day, Oct. 10, 2009.

REUNIONS

1. Department Reunions and Newsletters

Goal	Measurement	Responsible	Program Description
To connect alums with faculty and other alumni of the department from which they graduated, as well as donor cultivation and discovery.	Number of newsletters sent out and response from alumni.	Deans, dept. chairs and faculty, Public Relations Director and Vice President of Alumni Foundation will collaborate on this effort. Publications - newsletters	

2. Golden/50 year Reunion

Goal	Measurement	Responsible	Program Description
To bring older alumni back to campus, to engage them, to help them reconnect with one another and the university, donor discovery and cultivation.	Attendance	Alumni Director	At the request of several alumni we are going to back to "cluster reunions," of more than one class year. The 2009 reunion on September 25 & 26 will be part of Homecoming and will include two sorority reunion luncheons, a campus tour, football game, and a Saturday night reunion banquet.

3. Additional Department Reunions

Goal	Measurement	Responsible	Program Description
For alumni to stay connected with the department they graduated from, with the faculty and other alumni, donor discovery and cultivation, increasing number to 4 times a year and attendance by 10% a year.	Attendance, response to invitation, gifts to the university, involvement with department.	Alumni Director and department faculty.	Graphic Design Reunion will be May 9, 2009. Art Dept Reunion will be Spring 2010.

4. Geographic Reunions and Presidents Socials

Goal	Measurement	Responsible	Program Description
To engage alumni in areas outside Moorhead, to help alums connect with other alums living in that area, donor discovery and cultivation, increasing total number of participants by 10% per year.	Attendance and response to the invitation from those unable to attend. To identify alumni with desire and capacity to donate. They will be assigned to a development officer for ongoing relationship building after the event.	Alumni Director and AF staff. Locations are chosen based on number of interested alumni in the area. Event is hosted by local volunteers or an Alumni Foundation staff person who is in the area on other business.	All alumni in a given area are invited, regardless of major or graduation year. Post reunion evaluations will be sent. There will be a reunion in Chicago, December 2009 and a cocktail reception in Dallas, April 2009. Three reunions in Arizona February 2010.

5. Alumni Travel

Goal	Measurement	Responsible	Program Description
To engage alumni, to give alums the opportunity to travel with other alums, donor cultivation and discovery.	Number of trips and number of travelers.	Alumni Director	Will put this activity on hold for 2009.

DONOR APPRECIATION

1. All Donor Appreciation Banquets

Goal	Measurement	Responsible	Program Description
Donor recognition and cultivation, promotion of the University and AF, increasing attendance by 10% each year.	Attendance Personal feedback	Vice President's administrative assistant.	This event on April 16, 2009 gives us a chance to thank our donors and promote MSUM and our students at a very nice event.

2. Special Summer Event for Donors

Goal	Measurement	Responsible	Program Description
To honor the major gift donors with special recognition. (Cumulative gifts of \$10,000 and more.	Attendance Personal feedback	Vice President and administrative assistant	This dinner gives major gift donors recognition and personal time with the President. Held in August 2009 at the President's home.

HOMECOMING EVENTS

1. Coordination of University Homecoming

Goal	Measurement	Responsible	Program Description
To coordinate student, athletic and alumni Homecoming activities.	Attendance and comments from participants.	Alumni Foundation Vice President, Alumni Director, Athletic Director, Assistant Director of Campus Activities.	A committee co-chaired by Alumni Relations Director and Vice President of Alumni Foundation will coordinate all homecoming events and communications. The first meeting was held in March 2009.

2. Alumni Events

Goal	Measurement	Responsible	Program Description
To bring alumni to campus for Homecoming activities, donor discovery and cultivation.	Attendance, donations, comments from participants.	Alumni Director	Homecoming alumni events include the Alumni Awards Banquet, the KC Hall Social, department and/or organization reunions, the 50-year reunion every 3 or 5 years, and the Alumni Welcome Zone during the parade.

3. Hall of Fame Banquet

Goal	Measurement	Responsible	Program Description
To bring athletic alumni to campus, donor discovery and cultivation.	Attendance, donations	Athletic Director and Assistant Athletic Director.	Athletic Hall of Fame Banquet on September 26.

4. Distinguished Alum Banquet

Goal	Measurement	Responsible	Program Description
To recognize our outstanding alumni, to bring alumni and community people to campus, to showcase MSUM's alumni, to engage our alumni in their department and the University.	Attendance, donations, engagement of award recipients.	Alumni Director	An awards banquet on September 25 recognizing MSUM's outstanding alumni.

5. Homecoming Alumni Social After the Hall of Fame Banquet

Goal	Measurement	Responsible	Program Description
Building a connection to the University for alumni in the 55+ age-group, for donor discovery and cultivation.	Attendance and donations.	Volunteers Jeff Burrill and Susie McDowell.	This event on September 26 will immediately follow the Dragon Hall of Fame Banquet.

STUDENT AND NEW GRADUATE ENGAGEMENT

1. Orientation Event and Keeping in Touch During Their Years on Campus

Goal	Measurement	Responsible	Program Description
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2. New Grad Social

Goal	Measurement	Responsible	Program Description
To introduce new graduates to the AF activities and staff, engaging 25% of graduating seniors. To showcase the mission of the Alumni Foundation.	Attendance.	Alumni Director and student worker.	Spring social on April 7 & 8, 2009, and fall social in November 2009.

3. Graduation Aid Station and Presentation Before Commencement

Goal	Measurement	Responsible	Program Description
To have new grads recognize the AF helped them out during graduation and to have them know who we are, engaging them as alums.	Comments from grads during and after graduation, attendance at future alumni events, phonathon gifts.	Alumni Director and Vice President Alumni Foundation.	May and December 2009 commencement.

4. Grad Med Insurance

Goal	Measurement	Responsible	Program Description
To engage new grads.	Policies sold	Alumni Director	Health insurance offered to new grads.

5. Career Networking Through MSUM Presence on Linked In Website

Goal	Measurement	Responsible	Program Description
To engage alumni, to help alums connect with one another through career networking website.	Number of alums registered on Linked In.	Alumni Director	Networking website.

NEW INITIATIVES

1. Explore Establishing a Student Alumni Group

Goal	Measurement	Responsible	Program Description
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2. Wellness Center Alumni Activities

Goal	Measurement	Responsible	Program Description
To bring alumni back to campus, to engage them and help them reconnect, donor cultivation through membership in the Wellness Center.	Usage Interest level Feedback	Alumni Director and Wellness Center Director. Plan in place by fall 2009.	We need to discuss with the Wellness Center Director and university administration the feasibility of alumni to use the center at a discount.

3. Other: