



We're For Strategic Planning

Goal Five:

Diversify Revenue Through Philanthropy, Contracts, and Grants

Initiative: 2 **Initiative Name:** Strengthen the engagement of alumni in the life of the University

Introduction

For 127 years, the Indiana State University Alumni Association has worked diligently to serve our alumni and alma mater; as well as a host of related constituencies. Today, with almost 100,000 alumni, the Alumni Association is the central organization that connects all alumni, no matter their age, to the University. We recognize that alumni are lifelong members of the University community. We are proud of our alumni and in return, we want our alumni to continue to be proud of their alma mater. The initiatives presented in this plan provide a pathway for the future focused on intensifying alumni engagement, enhancing partnerships, improving communication and marketing, instilling pride in ISU, engaging students during their undergraduate and graduate years, and helping establish a culture of philanthropy.

Purpose

The Indiana State University Alumni Association inspires alumni and friends to become involved in the life of Indiana State University. With nearly 100,000 alumni across the United States and world, we want our alumni to celebrate being a Sycamore wherever they live. We must continue to provide and explore new opportunities to inform alumni and friends of the success occurring at Indiana State University. Strengthening programs, implementing "best practices" within the alumni profession, creating environments on campus that provide a welcoming atmosphere, and providing opportunities for parents and students to get to know the alumni association are all priorities for the current alumni association staff.

Methods

Utilizing the Alumni Association staff, volunteer boards, campus colleagues and a network of nearly 100,000 alumni and friends around the globe, we will purposefully continue to implement programs that engage our constituents in the life of the University. Creating and maintaining a central gathering location for alumni upon their return to campus will be a central focus of the Alumni Association team. The Alumni Office must be easily located and provide gathering space for alumni and friends. In addition, the alumni staff will continue to focus on the expansion and development of The Regional Alumni Clubs in Indiana and beyond. The Regional Clubs will provide a network of opportunity to strengthen our current alumni base and provide venues to discover alumni not currently engaged with their alma mater. We will continue to strengthen and improve our communication and marketing techniques; along with implementing increased electronic communications strategies. The Blue Card Club has been moderately successful and will assist with alumni outreach and engagement efforts. In addition, increased efforts to engage and inform students and parents of the Alumni Association will be implemented.



Discussion

Efforts to build an engaged, proud and vibrant Alumni Association are important to the continued success of Indiana State University. We must instill in our alumni a sense of pride by providing programs, communications and networking opportunities that keep them informed of the enormous success taking place at Indiana State. However, it will take a united effort of ISU's many constituencies - faculty, students, staff, alumni, friends, donors, fans, volunteer leaders, parents, state and federal legislators, and community leaders - to achieve the goals and further the important impact Indiana State has on the state, nation and world.

Alumni relationship building is a lifelong process and does not happen immediately after receiving a diploma. It takes multifaceted outreach strategies, over several years, to establish and develop meaningful relationships. The outreach efforts include electronic newsletters, regional alumni events, travel programs, hard-copy magazines, personal visits, career services, recruitment, mentor opportunities, successful athletic programs, birthday cards, Homecoming events, class reunions, and much, much more. Any single event or initiative in itself may seem unimportant, but when implemented as a comprehensive plan, what emerges is one of the University's greatest assets - a loyal and supportive alumni base. The process takes patience, consistency, and long-term commitment. However, providing the needed support and resources to establish and grow a strong and vibrant alumni association is critical to the continued success of ISU.

Summary

Critical resources are needed to expand and enhance the successful initiatives implemented in FY15. Creating an inviting and welcoming alumni center is vital to alumni engagement. Our alumni need a central location, one easily identified, when they return to campus. They need to feel welcome and wanted when they visit campus. In addition, alumni want to be informed of what is taking place at their alma mater; STATE Magazine is an outstanding example of a high quality publication Alumni look forward to receiving. We must provide resources to continue our communication and marketing efforts. Engaging students and parents during the undergraduate and graduate years is important to creating an alumni base for the future. Now, with all the success taking place on campus, is the time to intentionally, and somewhat intrusively, connect with our alumni; capitalize on the University's success in order for alumni to continue to strengthen their pride in their alma mater.

Initiative Chair(s) and Contact Information

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