

**Project: Goal 5 Initiative 2** Start Date\_Fall 2010\_\_\_\_\_

Client\_\_Indiana State University and Alumni\_\_ Program  
Manger\_\_\_\_\_

Project Manager \_\_\_\_\_

Thesis Statement \_\_\_To strengthen the engagement of alumni in the life of Indiana State University.\_\_\_\_\_

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### **Introduction/Background – What?:**

To strengthen the engagement of alumni in the life of Indiana State University.

### **Proposal/Purpose/Justification – Why?:**

To increase the number of “engaged” alumni. Alumni are “engaged” when they participate in three or more areas of engagement according to the Alumni Association Engagement Model. The areas of engagement are donor, license plate, volunteer, membership, event, social network and e-communication affinity.

### **Work Plan – Action Steps – Process – How?:**

Work in conjunction with other strategic plan initiative chairs on reaching their goals. Specifically, Goal 3- Initiative 1(Enhance community engagement), Goal 5 – Initiative 4 (Building an alumni/conference center) and Goal 1- Initiative 6 (Increase early outreach to students in the region). Secondly, to increase the number of engaged alumni in three

or more of the following areas: Donor, license plate, volunteer, membership, event, social network, and e-communication affinity.

**Reporting and Deliverable Schedule – When?:**

Fall 2010, 2011, 2012, 2013, 2014, 2015, 2016 and 2017.

**Budget – How Much?:**

\$22,700.00

**Stakeholders and Management Plan – Who?:**

Alumni Association will track engagement data and report to the goal chairs and university administrators.

## **Outcome Assessment & Future Testing – How Well?:**

The Alumni Association can measure number of engaged alumni by the reporting methods we have from our database, Raiser’s Edge and from reports received from our affinity partners.

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