

**Strategic Plan  
2007-2009  
Keene State College Alumni Association**

*Promoting the welfare of alumni and Keene State College.*

Prepared by:  
Alumni Association Board of Directors – Strategic Planning Committee  
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**Mission of the Alumni Association**

Promoting the welfare of alumni and Keene State College.

**Strategic Initiative 1:**

Promote and advance the College's strategic plan through the Association's programs, services, and communications.

**STRATEGIC MEASURES**

- Participate in efforts that support the College's strategic initiatives and Master Plan
- Solidify the Alumni Association as an indispensable stakeholder of the College through orientations of new members, coordinating Keene State Alumni and College strategic plans, and implementing an effective strategic plan
- Create partnerships with College departments/units that accentuate alumni as valued resources of time, talent, and treasure
- Hire additional staff to support the mission of the Alumni Association
- Increase the percentage of alumni contributing to the College
- Increase the dollar contributed to the College by Alumni
- Create an educational component of Alumni Board meetings (and alumni meetings) to better inform alumni about College and student achievements and activities
- Increase the diversity of the Alumni Board of Directors to include specialists in professional areas that add to the College's key strategic knowledge base

**Strategic Initiative 2:**

Involve alumni in the life of the College and promote the benefits of a mutually profitable relationship.

**STRATEGIC MEASURES**

- Increase the visibility of and access to current opportunities for involvement
- Increase support for and use of alumni career services
- Increase tradition based programming that promotes common experiences
- Identify, recruit, and train greater numbers and diversity of alumni volunteers
- Create a speakers bureau
- Create an alumni/student mentorship program
- Create alumni panels for professional growth
- Hire additional staff to support the mission of the Alumni Association
- Increase collaboration among Alumni and the College on activities that impact their strategic plans

### **Strategic Initiative 3:**

Support a culture of personal and professional networking among current KSC students and alumni.

#### **STRATEGIC MEASURES**

- Develop the online community to allow alumni to identify interests or affinity groups in which they feel connected, and allow them to search for others who have made similar identifications
- Increase promotion of, support for, and use of alumni career services
- Identify and develop volunteers for:
  - Alumni/current student mentoring (student life issues)
  - Alumni/career mentoring
  - Representing the College at External Affairs such as in-state and out-of-state Presidential Inaugurations

### **Strategic Initiative 4:**

Cultivate excitement among current students about their lifelong relationship with Keene State College.

#### **STRATEGIC MEASURES**

- Survey current students to determine what the Alumni Association should do for them
- Highlight the diversity of alumni through:
  - Online community
  - [www.keene.edu/alumni](http://www.keene.edu/alumni)
  - *Keene State Today*
  - Other print and electronic media
  - Increased synergies with students, faculty, staff, and College offices

### **Strategic Initiative 5:**

Build a new Alumni Center that serves as a gateway to the College's rich assets and serves alumni in their contributions of time, talent, and treasure to the campus, community, and region.

#### **STRATEGIC MEASURES**

- Provide meeting and social gathering space
- House programs and services that benefit Alumni and are consistent with and support the Alumni Association's strategic plan