



Southwest Minnesota State University Alumni Association

2009-2011 Work Plan

Vision: Connecting Alumni. Serving Southwest

Mission: The SMSU Alumni Association fosters lifelong relationships through initiatives and opportunities that advance the University and its alumni, future alumni and friends.

Priority 1: *Increase what SMSU knows about its alumni*

- ✓ Engage with alumni to build up their support of SMSU
- ✓ Reconnect with past alumni leaders and award recipients
- ✓ Execute effective print and electronic communications
- ✓ Strengthen campus partnerships and create new traditions
- ✓ Survey alumni and share findings with our campus partners

Priority 2: *Increase alumni and student involvement in the life of SMSU*

- ✓ Develop Southwest Alumni Regional Network program
- ✓ Increase visibility on campus with students
- ✓ Create a robust Web strategy to increase alumni engagement
- ✓ Implement and enhance career networking and mentoring opportunities
- ✓ Enhance efforts of student recruitment to Southwest Minnesota State

Priority 3: *Increase alumni support of SMSU*

- ✓ Consistently brand all print, electronic and verbal communication
- ✓ Develop and enhance affinity programs
- ✓ Continue to evaluate and deliver current successful programming
- ✓ Successfully complete Alumni Plaza project campaign
- ✓ Support transition to Southwest Fund and assist with increasing participation