

**University of Wyoming Alumni Association
Strategic Planning Summary
2009 – 2014**

Mission

The University of Wyoming Alumni Association's mission is to foster a spirit of loyalty and fraternity among graduates and former students and to promote the general welfare, development, achievement, and honor of the university.

Goals

To coincide with *Creation of the Future*, UWAA will use three primary themes in its strategic planning process: access, excellence, and leadership. Our goals are presented within this context to emphasize the inherent connection between UWAA activities and those of the university.

A. Access

The UWAA will facilitate access, both to the university and to the association, for alumni and current students.

1. Enhance communication with and between alumni to develop a lasting UW connection
 - a. Develop and implement a comprehensive communication strategy which includes but is not limited to
 - i. surveying the alumni community on their needs and expectations
 - ii. online communication between alumni where they can interact with each other and UW
 - iii. a more dynamic web presence
 - iv. a potential *Alumnews* upgrade
 - v. increased alumni contacts from UWAA
 - b. Continue working with the university to ensure database integrity
2. Support and improve programs to increase alumni involvement with the university
 - a. Develop cooperative programs that foster alumni-student interaction such as, but not limited to, Alternative Spring Break, speaker's bureau, etiquette dinners, and student mentoring
 - b. Expand continued learning opportunities for alumni
 - i. Continuing education program, both for credit and not for credit
 - ii. Cooperative extension partnerships
 - iii. Career networking
 - c. Increase both in-state and out-of-state alumni functions, utilizing past and present board members, other volunteers, and UW departments and colleges for event suggestions and planning assistance
 - d. Continue working as the primary UW alumni relations entity as per the MOU with the University of Wyoming

3. Increase scholarship availability to ensure student access
 - a. Award additional scholarships through UW license plate program revenues
 - b. Broaden student population that can receive scholarships/student programming
 - c. Continue annual review of existing scholarship program
4. Enhance communication with and recruitment of prospective students
 - a. Expand WyoSAA student counselor visits
 - b. Increase support of Principal Counselor Student (PCS) program in cooperation with UW Admissions Office
 - c. Host more student send offs in local communities
 - d. Engage multicultural alumni in student recruitment and retention programs
 - e. Work with UW to increase benefits for children of alumni

B. Excellence

The UWAA will measure and cultivate excellence by performance in certain key areas.

1. Alumni connectedness with UWAA and UW
2. Outreach and leadership programs for alumni and students
3. Membership benefits and services
4. Fiscal responsibility in managing association assets
5. Former and current student involvement on campus
6. *Alumnews* feature articles
7. Enhance Campus and university partnerships

C. Leadership

The Alumni Association will provide leadership opportunities for both current and former students.

1. Develop alumni leadership
 - a. Recruit and retain talented alumni volunteer leadership to serve as local volunteers or board members
 - b. Review board member composition
 - c. Promote, coordinate, and support Distinguished Alumni, Medallion Service, and Outstanding Faculty recipient selection
 - d. Expand re-engagement of Distinguished Alumni, Medallion Service Award recipients, and former board members through events, speaker's bureau, etc.
2. Enhance student leadership opportunities
 - a. Increase WyoSAA involvement on campus, through additional programming and participation in campus events
 - b. Encourage an actively engaged WyoSAA membership
 - c. Offer leadership programs to all UW students such as, but not limited to, etiquette dinners, career preparation assistance, and summer internships
 - d. Continue to engage campus leaders in further development activities