

**Development and Alumni Relations Work Plan  
2003-2004**

Result Area	Activity Details and Comments	Owner	Performance Indicator	Target Date	Completion or Adjusted date	Outcome
<b>Goal 2: Marketing and Recruitment</b>						
Promotion and Public Relations and Marketing	Update Communications plan	SR	Plan updated	March 2004	Reschedule for 2005	
	Development new PR and marketing materials	SR, SM, TD	Design and development of promotional material, media campaigns, website for improving the public image of the College		June 2004	<ul style="list-style-type: none"> <li>• Maclean's Supplement</li> <li>• Atlantic Business Supplement</li> <li>• ILI International materials (poster, slideshow) developed</li> <li>• Awareness/recruitment campaign (radio/TV/print)</li> <li>• Front page Images on website linked to featured stories</li> </ul>
	Development of Marketing Plan	SM	Plan created and ready for implementation	March 2004		Version one Completed March 2004
	Develop a strategy to actively involve high profile and active alumni in the recruiting process	SR	Two new alumni actively recruiting on behalf of NSAC	Dec 2003	Postponed till 2005-06	Postponed due to Maternity leave
	Increase media contact by meeting with Editorial Boards to increase participation	SR	Meeting with at least two boards.	October 2003	Postponed till 2005-06	Postponed due to Maternity leave

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Market Research	Develop market research program in support of marketing plan	SM	Conduct 4 surveys of various market segments	March 2004		Completed Omnibus survey of market
	Research markets for specific academic programs	SM	Depending on resources coordination of efforts of departments in conduction research (target to complete 2)	Spring 2004		Developed protocol for research into market for particular programs. Requested proposals for consulting agencies.
Alumni Relations	Develop and test Alumni E-Newsletter	SR, TD	Initial edition developed and tested.	September 2003	Postponed	Additional e-mail addresses needed for effective distribution.
	Planned Giving Event for Alumni	SR, JG	Event held, Money raised.	March 2004		added fund raising component to Alumni weekend and open house.
	Identify additional Benefits for alumni membership	SR	1 new benefit added	March 2004	Postponed	Postponed due to Maturity leave.
<b>Goal 5: Serving the Community</b>						
Special events	Identify Fund raising opportunities at Open house and Alumni Weekend	JG, SR	\$4,000 raised	March 2004		Raised approximately \$1,700

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NSAC Awareness	Develop program to increase awareness of NSAC in local area	SR, SM	Participate in community publications and activities; involve municipal leaders in NSAC events	March 2004		<ul style="list-style-type: none"> <li>Part of joint marketing initiative with other community agencies.</li> <li>Held meeting with Municipal leaders increasing awareness of NSAC</li> <li>Participated in Town of Truro planning exercise.</li> </ul>
	Work with the Town, NSCC, County and Village on a Promotional Committee to promote Truro as a place to live and learn	SR, SM	Joint committee develops new promotional material and website.	March 2004		<ul style="list-style-type: none"> <li>Worked with committee to develop joint project.</li> <li>identified most effective means of reaching target market.</li> <li>Began development of web site.</li> </ul>
	Increase NSAC presence with various Regional industry, University and government groups.	JG, SR, SM	eg. Life Science Development Association, Federation of Agriculture	review in March 2004		<ul style="list-style-type: none"> <li>participated in Life Science development Association Forums bring several torus to campus and participating in conferences..</li> <li>Part of successful advertising campaign of life science in NS.</li> </ul>
Centennial celebrations	Develop centennial events and activities to showcase the <b>first</b> 100 years of NSAC	All	Form Committee and designate events, activities.	March 2005		Committee initialed and plan developed. First events started Feb 2004 with Birthday party and Centennial logo.

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	NSAC Memory Project. Alumni photo information website	TD	Project developed and implemented on website	May 2005	Postponed to 2005-06	Delayed because of technical issues.
	Develop project for NSAC 100 Alumni Directory	SR, JJ	Directory released	September 2005		Directory developed and released in January 2005.
Atlantic Agricultural Hall of Fame	Improve visibility of Hall of Fame Event	JG	Move event to Cumming Hall and integrate with other annual meetings	Dec 2003		Event moved to Cumming Hall with good success for October 2003..
<b>Goal 9: Administration and Future Funding</b>						
Develop Plan for Annual campaign	Increase giving from Fall appeal by 20% over 2002-2003.	JG	Increased giving	April 2004		Giving to annual appeal up 50% over 2002-03.
Advertising/Agricola News	Increase advertising dollars in the Agricola News in an effort to offset the cost of production	SR, JJ, SM	Target 25% of cost of production and mailing of newsletter	April 2004		Unable to get advertising for magazine as intended. Looked instead at cost cutting..
Information Management	Implement fund management accounting software as part of SIS project	JJ, JG, TD	Automate alumni and donor management	April 2004 system goes live		Datatel system went live April 1, 2004.
	Improve overall maintenance of alumni database.	JJ	random follow up calls to verify information and receive feedback, target 4 per month	April 2004		Continued to call alumni to verify data. Information of Harris directory will greatly add to information in database.
	Develop comprehensive listing of information, restrictions etc. on all Scholarship and other Funds for the Foundation and Alumni.	JJ	Complete list for audit and accountability purposes	April 2004		Information gathering for database completed. More formatting and additional information needed

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Matching Gift program	Promote program within alumni and friends	JG	Newsletter article written,	Jan 2004	Postpone to 2005-06	Lack of information on employers of alumni limited effectiveness of program. Newsletter article written.
Planned Giving	Develop plan for implementing coordinated planned giving	JG	Plan in place	August 15, 2004		<ul style="list-style-type: none"> <li>• Newsletter article written and put on web and into AgriCola news.</li> <li>• Participated in Leave a Legacy program and got brochures printed.</li> <li>• Distributed brochures to all alumni.</li> </ul>
Capital Campaign and Major Gifts	Develop beginnings of drive	JG	Plan and training started	September 30, 2004		Delayed due to staff changes and other priorities.

Version 1, July, 2003  
Updated August 2004.