

Development and Alumni Relations Work Plan 2007-2008

Result Area	Activity Details and Comments	Owner	Performance Indicator	Target Date	Outcome
Strategic Area # 1 – Student Success and Enrollment					
Promotion and Public Relations and Marketing	Corporate Positioning Guide	SR	Completion and approval of Guide	May 2007	deferred
	Evaluation of 06/07 Marketing Strategy in partnership with agency of record	LU/SM	Consistency with strategic plan verified; Consistency with university ideals verified	July 2007	Completed July 2007. Plan rolled forward.
	Development of 07-08 Marketing Strategy	LU/SM	Plan developed and executed	Aug 2007	New plan developed and implemented.
	Increase media contact with the University and NSAC experts	SR	Meeting with at least two Editorial boards	Dec 2007	Deferred
	Create NSAC Style Guide	SR	A completed guide is developed, tested and approved for implementation	Dec 2007	Completed Dec 2007 and implemented.
	Amalgamation of Marketing and communications website	SR, LU/SM, MP	Easier access to resources of PR and Marketing services.	Sept 2007	Completed
	Graphics Standards Manual	LU/SM	Completion, approval and adoption of Graphics manual	Sept 2007	Completed and released in September 2007. Updates added.
Market Research	First year Student Survey, Exploring electronic version	SM	Completion of survey and analysis of trends data	Nov 2007	
Alumni Relations	Facilitate Electronic Social Networking for Alumni	SR, JG, MP	Implement two pilot groups and monitor activity	Mar 2008	Added events material to NSAC network and NSAC Alumni Group
	Re-vamp Homecoming Weekend to appeal to a broad range of audiences	SR	Increase attendance by 50 Alumni	Nov 2007	Deferred to 2009
	Develop a new model for the Association Board and Foundation	SR, JG	Development of effective working relationship	Dec 2007	Implemented Dec 2007

	Enhance Alumni Profiles	SR	Increased Number and use of profiles in media and as part of recruitment efforts	Mar 2008	A new profile is developed every month and posted to website
	Extend permanent E-mail address to all Alumni	JG, MP	Adoption of E-mail by more Alumni	Mar 2008	E-mail to all new alumni. System issues limit extension to past alumni
	New Alumni Registration/Membership program	JG, SR	Development of Alumni ID card	Dec 2007	Deferred to 2009
Strategic Area # 3 Leadership and Community Engagement					
Events and Awareness of NSAC Brand	Increase Faculty and Staff participation in events and out reach for NSAC	SR	Increased call of speakers from within NSAC	Mar 2008	Experts database started and calls from media increased.
NSAC Website	Refresh to NSAC website using new graphics and improved menuing technology in line with marketing plan	MP	The website will be recreated in new format.	Jan 2008	Website redeveloped successfully March 2008
	Implement online donations	MP, JG	Donations to the foundation can be made online. Payments will automatically be deposited into the proper account.	Sept 2007	Implemented September 2007
	Implement an integrating portal solution into the NSAC website	MP	NSAC Staff and students would have a personalized webspace to login to, giving them access to user defined information portals.	Mar 2008	Project delayed while waiting for LDAP to be completed. RFP developed for spring 2008 and expected implementation for winter 2009
	Implement Website policy	MP	Policy developed and adopted	Dec 2007	Policy developed and posted.
University Research Park	Develop a long term plan for AgriTECH Park's support of business incubation and commercialization of research	L.S.	Draft plan developed and presented to ATP Board for review	Mar 2008	Long term plan on hold while decisions made in department on direction for park. Partnerships with CORDA

					developed to move elements forward.
	Integrate the Bible Hill Cora Area Dev't plan into the new Campus Master Planning process to help bridge the physical gap between the AgriTECH campus and main campus	L.S.,J.G	Participation in Master Campus Plan initiative	Mar 2008	ATP and NSAC large feature of final Bible Hill core plan. Strategies for fulfillment still necessary.
Strategic Area # 4 People					
Internal Branding	Staff Merchandise plan	LU/SM, SR	Development of line of staff merchandise for sale	Dec 2007	Staff wareables package in place for Fall 2007.
	Awareness building through sporting events	LU/SM, SR	Development of information pieces for the athletic facility (i.e. small display booth, camp info, membership fees, campus quick facts). Introduction of Athlete of the Week/Month program.	Sept 2007	Advertizing done for nationals.
	Campus signage	LU/SM	Development and implementation of comprehensive in internal and external signage program	Jan 2008	Signage strategy approved and planning begun.
Internal communications	Staff awareness materials	SR	Development of Staff Photo directory, orientation manual	Dec 2007	Deferred to 2009
	New staff orientation event	SR	Orientation process becomes part of institutional process	Dec 2007	Deferred to 2009
Strategic Area # 5 Institutional Planning and Advancement					
Alumni Fundraising program	Maintain annual giving from Fall appeal within range of previous 3 years average.	JG	Stable giving	Mar 2008	Giving in total was slightly less than previous years. Need to review of process is noted.
Information Management	Develop "on-line" portion of SIS project for donors	JJ, JG, MP	Automate Alumni and donor management	Mar 2008	Completed and donations coming in.
	Improve overall maintenance of Alumni database.	JJ, JG	increase amount of "good" information and reduce numbers of "returns from mailing.	Mar 2008	Over 10% of database was cleaned during year improving accuracy.

	Prepare database for transition to new version in 2008	JG	Database will be ready for smooth conversion	Mar 2008	Deferred until 2009 once main Datatel program was upgraded.
Major Gifts program	Begin major gift campaign to complement annual program	JG	Increased fund raising for entire program	Mar 2008	Significant part of program deferred until after audit is complete and pending additional resources.

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