The RUAA Strategic Plan

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The Process

Strategic Plan

Budget

Resource Alignment
The Plan

- Builds on 2009 foundation collaboration and thought leadership from:
  - Volunteer leaders
  - All RUAA staff
- Adopted by the RUAA Board
- Shared with ALC at the Annual Meeting and via email
The Goals

- Seven goals
- Each goal supported by
  - Rationale
  - Tactical measures
  - Needs assessment (communications, data/tech, relationships, gaps)
Goal 1: Engage alumni through innovative and relevant programming and events with particular attention to high-density markets
Goal 2: Add value to the student experience at Rutgers through relevant programming and volunteer opportunities
Goal 3: Increase engagement of alumni volunteers through enhanced service and support to alumni charter groups and volunteer leaders with particular attention to those in high-density markets.
Goal 4: Contribute to creating a culture of philanthropy at Rutgers through support of and participation with the Foundation’s efforts
Goal 5: Increase awareness of the RUAA through enhanced, cohesive brand management and strengthening of marketing and communications efforts that foster understanding, excitement, and engagement
Goal 6: Strengthen and improve organizational training, education, professional development, and infrastructure in support of the RUAA staff to better serve the alumni community
Goal 7: Create a best-practice alumni association business model through enhanced revenue streams and targeted budgeting approaches
The Budget

- Zero-based budget
- Aligned with priorities identified through the strategic plan
- Demonstrated Return on Investment
Alignment

- Support the strategic priorities
- Proposed funding in FY15 budget
- Includes alignment and upgrades
- New position within MarCom and New Sr. Director for Events and Programs
Alignment

- Pre-July 1 staffing
  - Reflective of approach from last strategic plan
- Alignment
  - Representative of priorities within the strategic plan
- Programming implications
  - Stronger, innovative, and relevant
- Volunteer implications
  - Comprehensive approach
- Student implications
  - Meaningful engagement and volunteer opportunities
- Business Development
  - In-line with aspirations
- Communication implications
  - Targeted and comprehensive
Charter Group Implications

In concert with the RUAA ALC committee volunteers…

- Creating shared standards and expectations
  - Based off of University, Foundation, and RUAA priorities
- Annual Report
  - Identify trends to celebrate and those to work on
- Charter process review
  - Update and improve intake
  - Ensure success – not a rubber stamp
Charter Group Implications

- Deliverables/Benefits for groups
  - From web tools to financial resources
  - Communication strategies and protocol
  - Invest in training and education program
    - Comprehensive and relevant
  - Best practice sharing and ‘mentorship’
  - Increased and improved partnerships
  - Awards and recognition
    - Tethered to standards and expectations
Questions?