Leadership Development & Strategic Plan Discussion: *Strategically Aligned and Engaged* for the 2014 Leaders Conference

*Rutgers University Alumni Association*

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Attendees Will:

- Acknowledge depth of feelings for the University and RUAA
- Recap RUAA Strategic Plan and Seven Pillars
- Identify alignment between RU & RUAA Strategic Plans
- Develop actions to implement strategic plans back home
- Build energy and commitment to lead
AGENDA

- Welcome and Starters
- Strategic Planning Review
- RU and RUAA Strategic Plans
- Break
- Pillars Activity
- Building Teamwork
- Case Study & Action Planning
- Close
ACTIVITY

• Working in teams assemble the puzzle white side up
The Alumni Leadership Model

- Set Direction
- Demonstrate Values
- Engage People
- Build Collaboration
- Focus on Results
- Recognize Others
Strategic Planning Review

- Mission Statement
- Vision Statement
- SWOC: Strengths, Weaknesses, Opportunities, Challenges
- Priorities and Goals
The Elements of Teamwork

Goals
- Everyone understands the goals
- Everyone commits to the goals
- Leadership directs the team’s efforts

Roles
- Everyone understands his/her role or job
- Everyone commits to do good work
- Everyone has skills and knowledge

Processes
- Everyone agrees to work well together
- Everyone contributes to good problem solving

Relationships
- Everyone shows trust
- Everyone is open
- Everyone helps each other

Rutgers University Strategic Plan

Aspiration

• To be broadly recognized as among the nations leading public universities: preeminent in research, excellent in teaching, and committed to community

Integrating Themes

• Cultures, Diversity, and Inequality—Local and Global
• Improving the Health and Wellness of Individuals and Populations
• Creating a Sustainable World through Innovation, Engineering, and Technology
• Educating Involved Citizens and Effective Leaders for a Dynamic World
• Creative Expression and the Human Experience
Rutgers University Strategic Plan

Strategic Priorities

| Envision Tomorrow’s University | Build Faculty Excellence | Transform the Student Experience | Enhance Our Public Prominence |

Foundational Elements

• Strong Core of Sciences and Humanities
• Inclusive, Diverse, and Cohesive Culture
• Effective and Efficient Infrastructure and Staff
• Financial Resources Sufficient to Fund Our Aspirations
• Robust Shared Governance, Academic Freedom, and Effective Communication
Mission - Advancing Rutgers University by Engaging All Alumni

Vision/Purpose - to advance the best interests and well-being of Rutgers University by engaging all alumni in the life of the institution through communication, programming, services, and volunteer opportunities.
RUAA Objectives

1. Include All Alumni Organizations
2. Emphasize the Importance of Rutgers
3. Support Rutgers
4. World Class Alumni Relations Program
5. High Regard for Rutgers
6. Service Mind Set
Key Goals of RUAA
(The Seven Pillars)

1. Engage alumni through innovative and relevant programming and events with particular attention to high-density markets
2. Add value to the student experience at Rutgers through relevant programming and volunteer opportunities
3. Increase engagement of alumni volunteers through enhanced service and support to alumni chartered organizations and volunteer leaders with particular attention to those in high-density markets
4. Contribute to creating a culture of philanthropy at Rutgers through support of and participation in the Rutgers University Foundation
5. Increase awareness of the RUAA through enhanced, cohesive brand management and strengthening of marketing and communications efforts that foster understanding, excitement, and engagement
6. Strengthen and improve organizational training, education, professional development, and infrastructure in support of the RUAA staff to better serve the alumni community
7. Create a best-practice alumni association business model through enhanced revenue streams and targeted budgeting approaches
<table>
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<tr>
<th>RU STRATEGIC PRIORITIES</th>
<th>RUAA STRATEGIC GOALS</th>
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WE R JERSEY STRONG
Table Discussion on Strategic Alignment

- Work in table teams.
- Identify specific programming examples from charter organizations that exemplify/demonstrate the alignment of the two strategic plans.

- Scribe/spokesperson: complete worksheet for collections

- Time: 10 minutes
Table Discussion on “Pillars”

• Work in table teams.
• Each team will work on one “pillar”

1. “What are your RUAA chartered organizations doing to support this pillar?

2. What else can be done?

• Scribe/spokesperson: complete worksheet for collections
• Time: 10 minutes
Table Discussion on Building Teamwork

• Work in table teams.

• Identify how RUAA can work on each of these elements below. Write notes in the column to the right to clarify how RUAA and the chartered organizations can work well together.

• Scribe/spokesperson: complete worksheet for collections
• Time: 10 minutes
• Work in table teams.

• What are some things that Jim can do to take the key learning points from the 2014 Leaders Conference back to his chartered organization? Identify some specific actions in the table below and also identify the potential impact these actions can have.

• Scribe/spokesperson: complete worksheet for collections
• Time: 10 minutes
Inverted Triangle

All Alumni

Leaders of Chartered Organizations

Chartered Organizations

Staff & Board
Our Action Plans for Strategic Alignment

What will you do to create strategic alignment and foster engagement?
Appreciative Inquiry

Appreciative inquiry (AI) helps groups build a collective image of a desired future by allowing group members to learn and appreciate the best of their own experiences. It arrives at knowledge that helps us see how we are interconnected with others.

Appreciation draws our eyes toward positive feelings, excites our hopefulness, and provides inspiration. The method helps groups achieve knowledge that helps people see common goals and desired futures.