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Owner **Aaron Moore:**
Executive
Director
Advancement

Area **CSU Alumni
Council**



Strategic Plan



Mission Statement

With the combined talents of our CSU members, we will actively support and advance the interests of our campus alumni associations, alumni and CSU.

Vision Statement

To promote the engagement of alumni for the success of all our university campuses.

Purpose

- **We advocate** for the CSU
- **We represent** the interests of our alumni at the system level
- **We facilitate** the growth and development of our member associations to engage alumni

Advocate for the CSU

Strategic Objectives

- **Partner with stakeholders**
 - Partner with Advocacy & State Relations, CSSA, Academic Senate and CSU Industry Advisory Councils to do joint programming or messaging

- Review and endorse positions of the CSU Board of Trustees
- Add advocacy asks into Alumni Trustee communications
- Actively engage campus alumni boards to partner with campus legislative liaisons to stay connected to current advocacy work and know of ways to assist

- **Partner with the university to provide advocacy tools to Alumni Council members**

- Delegate a member of the Executive Committee as the liaison between the Alumni Council and Advocacy and State Relations
- Establish a process in collaboration with the university to engage the Alumni Council as a stakeholder
- Provide Advocacy & State Relations an annual roster of Alumni Council members with professional information to be used for advocacy
- Communicate relevant advocacy information and specific tasks to Council members in an easily digestible form
- Provide summaries of key university initiatives to Council members and local campus associations (i.e. Graduation Initiative)

- **Enhance CSU reputation and amplify the voice of our four million alumni**

- Participate in national and international systemwide alumni events
- Share stories of alumni success, legacy family and alumni service in person, through social media, and in systemwide communications

Represent the Interests of Alumni at the System Level

Strategic Objectives

- **Engage with stakeholders**

- Regularly attend and report to the meetings of CSU advocacy stakeholders' group, Academic Senate CSU, CSSA, and Vice Presidents for Advancement Council
- Align individual Alumni Council meetings around each of these three partner organizations and focus on collaboration opportunities
- Create opportunities for Alumni Council and CSSA leadership to interact and have informal mentorship opportunities

- Engage more deliberately and explore shared initiatives with Academic Senate CSU, CSSA, and Vice Presidents for Advancement Council

- **Enhance visibility of CSU Alumni Council**

- Highlight alumni stories in president's report at Board of Trustees meeting
- Maintain strong relationships with key institutional partners (Chancellor, Vice-Chancellors, Presidents, CSSA, Academic Senate CSU, campus alumni boards, and other relevant university departments)
- Convene the Executive Committee to attend the Board of Trustees meetings twice per year
- Engage with other members of the Board of Trustees to help them understand the role of the Alumni Council

- **Alumni Trustee representation**

- Ensure a qualified pool of candidates for the position of Alumni Trustee
- Conduct the election of the Alumni Trustee in a fair and transparent manner
- Conduct biannual evaluation of the Alumni Trustee

Facilitate the Growth and Development of Member Associations to Engage Alumni

Strategic Objectives

- **Support Graduation Initiative 2025**

- Showcase campus toolkit success stories
- Refresh and redistribute toolkit to include campus experiences
- Identify alumni volunteer opportunities regarding career preparation and basic needs support for students
- Provide Alumni Council programming on supporting first-generation students in their transition from student to alumni
- Ensure Alumni Council representation on systemwide advisory and planning bodies for the Graduation Initiative
- Partner with Academic Senate CSU to engage alumni in the student classroom experience
- Meet with Basic Needs Initiative leadership to identify areas and ways for alumni to lend support

· Organizational development of the CSU Alumni Council and campus alumni associations

- Facilitate the sharing of best practices among campuses
- Conduct Alumni Council board self-assessment
- Provide relevant opportunities for Past Presidents to add value and be involved in Alumni Council activities
- Create opportunities for alumni and staff to engage in formal and informal settings
- Encourage Council members to share systemwide communications with their local association boards
- Refine and enhance onboarding process for new Alumni Council members (e.g.: implement a buddy system, follow up three months into their appointment)
- Increase opportunities for committee involvement by educating council on the available committees and highlighting their work
- Examine the mission and vision statements of the Alumni Council for potential updates
- Update operating procedures with goal of meeting current needs of organization

Plan years: 2021-2023



Approval Signatures

Step Description	Approver	Date
Executive Director	Aaron Moore: Executive Director Advancement	11/2021
Area Manager	Aaron Moore: Executive Director Advancement	11/2021
Area Manager	Jodi Braverman: Mgr, Constituent Engagement	11/2021