



# Strategic Plan 2010 - 2013

**UPDATE**

**Date: October 14, 2011**



# **Strategic Plan**

## **2010-2013**

### **Foreword**

Over the last 18 months, the Alumni Services/SIU Alumni Association team has worked through a planning process to implement a strategic plan for the organization.

The planning process began with an analysis of our events and services. Next, numerous resources were consulted prior to the creation of our team/organizational goals. Such documents as the Association bylaws, Association/University master contract, Southern at 150, Association Presidential speech, and University Administration addresses were referenced.

The Strategic Plan is a culmination of analysis, team goals, and vision statements created by the SIU Alumni Association Board (2006). Within this plan, the Board vision statements are the guiding principles and the team goals are the object statements. The action steps are the tasks to be completed, the milestones establish the perimeters of the action steps, and the completion dates are the deadlines by which each milestone is to be accomplished. Finally the staff responsibility identifies the team members who will be involved.

**SIU Alumni Association  
Strategic Plan**

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# Strategic Plan

## 2010-2013

### Introduction

This plan is the blueprint by which the SIU Alumni Association will navigate over the next **four** years. It was developed over an 18 month process that included the Alumni Services/SIU Alumni Association staff and members of the Association Board. In addition, this plan takes into consideration the strategic planning process and outcomes undertaken by members of the Association Board in 2006.

The plan is a living document. As such, this plan may require editing and/or updates in order to respond to our changing climate. Climates that affect this organization and thereby may be cause for change in this document can be very specific, such as that of the University, or global, such as the economy. As we all have experienced, there is but one constant element in the world and that constant element is change.

### Mission

Since its inception in 1896, the Association has worked to serve Southern Illinois University and our alumni. Today, there are more than 220,000 living alumni in every state of the United States and over 130 countries.

The mission of the SIU Alumni Association is “To reveal to the world the excellence of Southern Illinois University.” The Association has a long tradition of providing support for the University community and constituents of Southern. More specifically the Association serves as a connection to our alumni. The Association aspires to promote Saluki Pride, generate loyalty, and be a conduit between alumni and Southern Illinois University.

## **Mission:**

**To reveal to the world the excellence of Southern Illinois University.**

The SIU Alumni Association:

- is a strong, independent, and self-sufficient organization;
- desires to be an important and respected partner in the future of our alma mater;
- will plan for its long term viability /survivability in light of declining University support;
- will work toward establishing a permanent home for Alumni who represent the largest and most loyal SIUC entity; and
- believes a committed, proactive, and respected Board of Directors is essential to its future.

## **Guiding Principle #1:**

**The Association is a strong, independent, and self-sufficient organization.**

### Goal Statement:

We will be a connection among constituencies demonstrating value in their involvement and affinity to SIU.

Action Step 1: Establish and/or revitalize chapters or clubs in the U. S. and internationally.

**Completed**

**Milestone:** Plan developed and SIU AA Board and University support secured  
Completion Date: December 2010

The plan was developed and university support secured. There has been great interest in establishing and revitalizing domestic chapters and clubs.

**Milestone:** Two international chapters/clubs created  
Completion Date: December 2011

Substantial hurdles exist in establishing international chapters. Factors include: distance from SIU, update and continued collection of international addresses,

legal restrictions governing social groups, geographic barriers, and a domestic chapter model that doesn't transfer internationally.

A representative has been identified to act as a liaison to assist in establishing groups in Malaysia. International chapters will be established in collaboration with the Department of International Students and Scholars. Significant research has been done in identifying chapter models that will work internationally, although more research is required. Consideration should be given to creating international chapters as regional chapters (for example: Western Europe or Southeast Asia) and/or alumni country committees (for example: Singapore Alumni Committee). Additional time will be needed to complete this milestone.

*Revised* Completion Date: December 2012

**Milestone:** Five domestic chapters/clubs created and/or revitalized  
Completion Date: July 2012

Domestic chapters established:

- Austin/San Antonio chartered April 2010

Domestic clubs started:

- Orange County Club (California), September 2009
- Greater Las Vegas Club, October 2009
- Dallas/Ft. Worth Club, May 2010
- Greater San Diego Club, September 2010
- Greater Nashville Club, December 2010

Domestic chapters and clubs revitalized:

- Chicago Chapter, September 2009
- Greater Indy Club, December 2010

Future domestic clubs:

- Greater Houston Club
- Milwaukee Club

Staff Responsible: Director of Off-Campus Programs and Executive Director

Action Step 2: Evaluate current groups and establish three new constituent groups over the next three years.

Completed

**Milestone:** Evaluation of current constituent groups

Completion Date: August 2010

Evaluation began with a review of the current constituent handbook. Group handbooks from SIUC's peer institutions have been reviewed as well.

Differences detected:

SIU Alumni Association	SIUC's Peer Institutions
The Association differentiates between chapters/clubs and constituent bodies---two separate entities managed by two directors.	Groups are defined in a variety of ways. Most defined chapters, clubs and constituent bodies as groups.
Two handbooks are utilized, one for chapters/clubs and one for constituencies	One handbook is utilized covering all groups
Constituent handbook in process of update.	Handbooks vary in size: 20-80 pages
	Handbooks vary in content: general to very detailed

Varieties and types of constituent groups at peer institutions are being explored for purposes of establishing new constituent groups at Southern. Additional time was needed to complete this milestone.

*Revised* Completion Date: August 2011

The constituent group handbook provides clear evaluation criteria for officially chartered groups. Research conducted found that none of them printed a constituency handbook. Rather one handbook governed both chapter and constituent groups. However, they sent me online to their chapter handbook. The SIU Alumni Association constituent handbook has been revised and will be forwarded to our legal counsel for review. When the document is complete, it will be placed on [www.siualumni.com](http://www.siualumni.com)

Currently five groups exist:

- Black Alumni Group (active);
- Greek Alumni Group (active);
- Alumni Band Group (active);
- Student Alumni Council (active); and
- Army ROTC (inactive).

This constituency group will be contacted to gauge interest in revitalizing this group.

A constituency forms when a group of alumni approach the Association or if the Association identifies a group of alumni with a similar interest. In review of groups at peer institutions and MVC schools, some groups that might be strong on the SIU campus include: alumni cheerleaders, alumni athletes, and GLBT alumni. The following chart provides an overview of the research conducted:

### Constituent Groups at other Universities

Colorado at Boulder	Iowa State	Kentucky	Washington State	Ohio	West Virginia	Missouri- Mizzou
Black Alumni Association	Alumni Band	Agriculture AA	Cougar Alumni Band	Society of Advocates	Agriculture, Forestry & Consumer Sciences	Air Force ROTC Alumni Group
Colorado Army ROTC	Cardinal Key & Mortar Board Alumni	Arts & Sciences AA	Gray "W" Student-Athlete Alumni Group	The All Campus Radio Network Alumni Society	Alumni Band	Black Alumni Organization
CU Men's Hockey	Carillon Alumni & Friends	Business & Economics AA	Greek Alumni Organization	Blue Line Boosters Hockey Society of Alumni & Friends	Alumni Cheerleaders	Marching Mizzou Alumni Band
Hispanic Alumni Association	Dance Marathon Alumni	Communications AA	International Chapters	Cheerleader/Mascot Society of Alumni & Friends	Arts & Sciences	TriPoints Organization
Gay, Lesbian, Bisexual, Transgender Alumni Club	Entrepreneurial Alumni	Dentistry AA	Multicultural Alumni Alliances	Chinese Alumni Society of Alumni & Friends	Black Alumni	Varsity M Association
CU Military Veterans Alumni Society	Families of the Year	Design AA	Retirees Association	Lesbian, Gay, Bisexual, Transgender Society of Alumni & Friends	Business & Economics	
National Alumni Admissions Assistance Program	Greenlee School Alumni & Friends	Education AA	Student Alumni Connection	Marching Band Society of Alumni & Friends	Creative Arts-Art	
	Iowa State Daily Alumni & Friends	Engineering AA		The Post Alumni Society	Creative Arts-Music	
	ISU Alumni at the U of Iowa (Graduate & Professional Students)	Fine Arts AA		ROTC Air Force Society of Alumni & Friends	Creative Arts-Theatre	
	Oak-Elm Hall Alumni & Friends	Health Sciences AA		ROTC Army Society of Alumni & Friends	Dentistry	
	VEISHEA Alumni & Friends	Human Environmental Sciences AA		The Sales Centre Alumni Society	Emeritus Club	
		Journalism AA		Singing Men of Ohio Society of Alumni & Friends	Engineering	
		Law AA		Study Abroad Alumni Society	Engineering Development	
		Martin School of Public Policy & Administration AA		United Campus Ministry Society of Alumni & Friends	Extension Service	
		Medicine AA		Women's Chorale Alumni Society	Health Sciences	

**Constituent Groups at other Universities**

<b>Colorado at Boulder</b>	<b>Iowa State</b>	<b>Kentucky</b>	<b>Washington State</b>	<b>Ohio</b>	<b>West Virginia</b>	<b>Missouri- Mizzou</b>
		Nursing AA			Honors	
		Pharmacy AA			Human Resources & Education	
		Social Work AA			Journalism	
		Young Alumni			Medical Technology	
		Alumni Band			Medicine	
		Lyman T. Johnson			Mineral & Energy Resources	
					Mountain Honorary	
					Mountainlair Nigh Operations	
					Nursing	
					Pharmacy	
					Physical Activity & Social Sciences	
					Social Work	
					University Club	
					Varsity Club	
					WV Law Association	
					WVU Parkersburg	
					WVU Potomac State	
					WVU Tech	
					Women's Studies	

**Milestone:** Plan developed for new groups  
Completion Date: January 2012

A review of domestic alumni groups chartered/created by alumni associations based on geographic location occurred. However, additional time is needed to complete this milestone.

**Milestone:** SIU AA Board and University support secured  
Completion Date: April 2012

**Milestone:** Execute the plan  
Completion Date: May 2012

**Milestone:** Evaluate plan  
Completion Date: February 2013

Staff Responsible: Director of Student Relations and Executive Director

**Guiding Principle #2: The SIU Alumni Association desires to be an important and respected partner in the future of our *alma mater*.**

Goal Statement:

We will be a connection among constituencies demonstrating value in their involvement and affinity to SIU.

Action Step 1: Enhance the affinity program to determine value and effectiveness.

Completed

**Milestone:** Evaluation of current program complete  
Completion Date: December 2010

Analysis and research of affinity programs was conducted of institutions and associations of similar size and structure. Their programs were compared to ours and opportunities/areas of improvement identified. The criteria used to measure our affinity programs to other programs were price, product, promotion, and placement (logistics).

Completed

**Milestone:** Establish an affinity program plan to appeal to a broad audience  
Completion Date: March 2011

A formal plan will be presented to the Executive Committee in October. The report will include implementation of necessary changes in order to appeal to a broader audience. It will be recommended that the terminology of affinity programs be replaced to make sense to the end user/customer.

Potential names will be tested on our social media platforms for immediate feedback from potential customers. While this seems like a minor change, the best performing affinity programs managed by alumni associations have specific names for their programs that have obvious ties or are branded with the university that they represent. In addition, to reach the broader audience, affinity programs will become more heavily promoted through all mediums including the website homepage, electronic newsletters, and through social media platforms. Finally, the SIU Alumni Association will consider new programs, especially as they relate to travel, in order to expand the offerings to entice greater alumni participation.

**Milestone:** SIU AA and University support secured for plan  
Completion Date: October 2011

**Milestone:** Execute plan  
Completion Date: November 2011

**Milestone:** Evaluate plan  
Completion Date: November 2012

Staff Responsible: Controller and Executive Director

Action Step 2: Create a comprehensive communication plan, targeting internal and external constituencies, that promotes membership, SIU AA brands, and programs by increasing the number and/or effectiveness of communications in various media such as print, broadcast, electronic, etc.

Completed

**Milestone:** Plan created and SIU Board approval secured  
Completion Date: October 2010

An analysis of the communication activities occurred. Communication outlets and media were identified and new opportunities were added where possible. Next, Association programs and event communication efforts were evaluated. Additional opportunities for exposure and method of communication were also identified. The result is a communications plan that is a comprehensive

calendar. The calendar also accommodates membership campaigns and weekly press releases. Previously, communications from the Association occurred as plethora of programs and events. Today’s messages are an extension of the Association and its brand.

One of the main communication vehicles is an e-newsletter sent to all alumni and members without an associated mail rule indicating their preference not to receive such communications. As of September, human interest stories have been added to the e-newsletter. This is the same type of content found in *Saluki Pride*, an e-newsletter sent only to members. Including the information in the e-newsletter allowed the Association to consolidate publications and provide it to more people while meeting the demands of staff resources. The monthly e-newsletter is entitled *Saluki Pride*.

In addition to providing alumni and members information, the electronic communications and the December *Southern Alumni* magazine provide an opportunity for readers to update their contact information. This ensures our database is accurate.

Media	Presence
Email	With the ability to message SIU employees and the consistent updating of contact information by the IA division Data Entry Team, <i>Saluki Pride</i> is now sent to more than 125,000 alumni addresses.
Social Media	Through promotions and interaction, the Association’s Facebook presence has grown to more than 12,600 fans, more than 1,000 Twitter followers, and 875 members of the LinkedIn group.
Press Release	Press releases are sent regarding Association activities including hometown releases for Extern, 25 Most Distinguished Seniors, Textbook Awards, and scholarship recipients.
Television	Newly created television spots will air regionally at targeted intervals throughout the year. Additionally, all spots are available on the Association YouTube Channel <a href="http://www.youtube.com/salukialumni">www.youtube.com/salukialumni</a>

Media	Presence
Radio	Radio advertising can be heard in the region throughout the year and via Saluki Sports Properties network when football, baseball, and Men's and Women's Basketball games are aired.
Face-to-face: Internal	Additional efforts have been made to meet and interact with campus professionals including deans, department heads, and professors.
Face-to-face: External	Association events offer opportunities to interact with alumni and members. Collaboration with University departments has resulted in new event opportunities, thereby increasing our appeal. Examples are the meet the Chancellor series and events with the Department of Admissions.
<i>Southern Alumni</i> magazine	The magazine continues to be mailed to members in March and September. Recent graduates are included in the June mailing. All graduates and members receive the December issue. It is now offered online to increase readership opportunities. In addition, members can access an electronic version of the magazine via their login at the Association site.
Print Advertisements	Advertisements for events are placed in regional publications.
Sponsorships	Exposure for the Association is received via signage, promotional materials, tabling opportunities, and announcements at events.

**Milestone:** Plan executed  
Completion Date: October 2011

**Milestone:** Increase communications by 25%  
Completion Date: October 2012

**Milestone:** Increase communications by 50%  
Completion Date: October 2013

**Milestone:** Plan evaluated  
Completion Date: October 2012, 2013

Staff Responsible: Directors of Public Relations (now known as Corporate Relations), Member Services, Communications, Controller, and Executive Director

Action Step 3: Evaluate Saluki Interactive.

Completed

**Milestone:** Determine volunteer and college/departmental involvement  
Completion Date: August 2010

Since its inception (January 2010):

733 people have visited;

403 viewed volunteer opportunities; and

34 have volunteered (28 in-state and 6 out-of-state).

Individuals volunteered to work events, perform mock interviews, recruit students, and give professional presentations.

The next step is to reintroduce Saluki Interactive to SIU Colleges and Departments not yet on board

The following colleges/departments offer volunteer opportunities via Saluki Interactive:

SIU Alumni Association

Career Services

College of Liberal Arts

College of Engineering

International Programs

Undergraduate Admissions

University Communications

School of Law

As of March 2011, 65 volunteers have registered via Saluki Interactive and 130 new stories added to *Tell Us Your Story*.

**Milestone:** Establish plan for the next 12 months of operation / participation  
Completion Date: October 2010

A reduction in personnel has caused the need for this milestone completion date to be revised.

*Revised* Completion Date: March 2011

The situation with personnel reduction has not changed. However, current staff members are working with SIU Printing and Duplicating department to update and streamline the volunteer/alumni portions of Saluki Interactive to make this a more efficient tool.

*Revised* Completion Date: October 2011

**Milestone:** SIU AA and University support secured for plan  
Completion Date: December 2010

This date must also be revised.

*Revised* Completion Date: April 2012

**Milestone:** Execute plan  
Completion Date: January 2011

This date must also be revised.

*Revised* Completion Date: May 2012

Staff Responsible: Administrative Assistant and Executive Director

Action Step 4: Create a plan to establish two additional reunions.

Completed

**Milestone:** Plan developed and SIU AA Board and University support secured  
Completion Date: January 2011

Research to date has indicated that successful reunions are those that bring alumni together for reasons that are significant to them. Therefore, rather than inviting alumni back to campus because they all graduated in a specific year or decade, attention must be paid to identifying the significant student experiences and/or affinity that alumni feel. An example is having joined a fraternity or sorority while in college. The Association implemented the Greek Reunion in 2010. Additionally, the Association has assisted individuals, departments, and groups with the planning and management of reunions. Examples are English Grad Student Reunion, Interior Design Reunion, Saluki Patrol Reunion, and MedPrep Reunion, to name a few. Reunions currently being planned for 2011

are University Housing 100<sup>th</sup> Anniversary, Student Recreation Center, and Black Alumni Group.

A reunion planning guide designed to aid interested parties in planning reunions is available on the Association web site. This guide is updated regularly. In the future, this guide will also offer information on how to plan and host an electronic reunion. A revised completion date for this milestone is needed to complete research and develop a plan.

*Revised* Completion Date: May 2011

If Association is approached to assist with a reunion, the following is important:

1. group will have at least 20 in attendance;
2. group can demonstrate clear volunteers are available and willing to assist on a planning committee;
3. group has asked with a minimum 9 months prior to selected reunion date;
4. Association and committee will use reunion planning guide found at [www.siualumni.com](http://www.siualumni.com).

When Association initiates the reunion the following is important:

1. determine group the Association or SIU would like to highlight or bring together;
2. design a budget; identify potential partners;
3. identify source(s) to provide updated contact information;
4. create a reunion planning committee;
5. Association and committee will use reunion planning guide found at [www.siualumni.com](http://www.siualumni.com).

### **Virtual Reunions**

Consideration is being given to virtual reunions. A virtual reunion occurs on a specific date and at a specific time so alumni can gather via technology.

**Milestone:** Execute plan to establish new reunions

Completion Date: September 2011

*Revised* Completion Date: April 2012

Greek Reunion held October 2010

Recreation Center Employees and Staff October 2011

Tentative: SIU Housing (students and personnel) 2013

**Milestone:** Evaluate programs  
Completion Date: January 2012

*Revised* Completion Date: September 2012

Staff Responsible: Directors of Student Relations and Member Services,  
Administrative Assistant, Controller and Executive Director

Action Step 5: Increase sponsor and student participation in the Extern Program.

**Milestone:** Plan created and SIU AA Board and University support secured  
Completion Date: December 2010

The Extern Program was established in 1984 by the Student Alumni Council and the SIU Alumni Association. A complete overview of the program is available at [sualumni.com/extern](http://sualumni.com/extern).

Increased marketing is a way in which increased student participation will occur. Additionally, college extern coordinators were asked to assist in spreading the word about the program. We experienced an increase from 136 participants in 2010 to 186 participants in 2011. This is an increase of 57 percent over last year. Additionally, sponsors will be encouraged to accept more than one student, which should increase placements for this year.

Aspirational peer institutions for SIUC, peer institutions and six additional institutions will be reviewed for similar programs. This research is currently being analyzed.

*Revised* Completion Date: December 2011

Through a review of other institutions it was learned that a program that mirrors the SIU Extern Program does not exist elsewhere: one week, non paid, managed by the campus wide entity. That brings up the question: Since other universities are not doing, why are we? or Are we just ahead of everybody else? Student participants that answered "My overall impression of the Extern Program is favorable:" Gave the program a 4.7 out of 5 in 2010 and a 4.8 out of 5 in 2009.

The following chart offers an overview of programs offers at other institutions:

<b>University</b>	<b>Something Similar?</b>	
Auburn University	No similar program	Semester long internships only
U of I		Job shadow with alumni but only one day
NIU		Only College of Business; job shadow for one day only
Eastern		Call it Extern Program; for freshman and sophomore; job shadow for one day
Ohio University		Only College of Engineering; job shadow for one day held over spring break week
Texas Tech University	No similar program	Mentoring and shadowing network; students select alumni and friends to contact using a database; no matching done; one day shadowing is available
University of Colorado at Boulder	No similar program	Only Law students; Extern Program is a class for credit; semester long
University of Kentucky	No similar program	Mentoring and shadowing network; students select alumni and friends to contact using a database; no matching done; one day shadowing is available
Iowa State University	No similar program	Support a program to send local teachers on externships
Kansas State University		Only College of Vet Medicine; done through database, but school still maintains approval rights
Oklahoma University	No similar program	Only Law students; externship arranged by students; they must be paid; can work maximum of 20 hrs/week
Washington State University	No similar program	Only veterinary medicine school; only international; minimum participation 3 weeks
West Virginia University	No similar program	Only Law School and Health Sciences majors; six weeks summer; different types
Louisiana State University	No similar program	Only Law School and Health Sciences majors; six weeks summer; different types
University of Missouri Columbia	No similar program	Only Law School and Vet School; courses for credit
Murray State	No similar program	Offer a class named Educator Externship that includes field visits for students

Given the unique design of this program and the success/popularity achieved thus far, consideration should be given to exploring ways in which to grow this opportunity for students.

**Milestone:** Total participation increased by 5%

Completion Date: April 2011

*Revised* Completion Date: May 2012

<b>Sponsor Application Statistics</b>	
Total number of sponsors solicited through email	315
Total number of sponsor applications received	140
Total number of new companies	42
Total number of sponsors used	118
Number of sponsors indicating alumni status	50
Graduation range of those indicating alumni status	1963-2008

#### Student Statistics

There were 225 applications received and 183 students placed in 2011. The following chart shows a breakdown of Junior and Senior Extern participants:

<b>College</b>	<b>Junior</b>	<b>Senior</b>	<b>Other</b>
COAGS	3	3	
CASA	20	12	
COB	26	23	3
COEDHS	6	11	
COE	1	7	
COLA	14	12	
CMCMA	8	22	
COS	8	2	2
<b>TOTALS</b>	<b>86</b>	<b>92</b>	<b>5</b>

**Milestone:** Total participation increased by 3%

Completion Date: April 2012

*Revised* Completion Date: April 2013

Staff Responsible: Director of Student Relations and Executive Director

Action Step 6: Work with the chapters and clubs as follow-up to the June 2009 Symposium

Completed

**Milestone:** Achieve symposium objectives:

- *Provide assistance to local chapters/clubs in contacting local alumni*

Continue to work with chapters and clubs to secure alumni contact information. Utilize monthly e-newsletter and occasional club/chapter email blasts when necessary or requested.

- *Develop a Facebook, listserv or other type of discussion board for more effective chapter/club communication*

Encouraging chapters to create chapter Facebook fan pages as a means of communication for chapter/club leaders and alumni. Chapter/club leaders are maintaining a list of alumni email addresses.

- *Develop a list of best practices for chapters/clubs*

Chapter Handbook, Chapter Intranet, and Chapter Symposium Objectives provide example best practices and can be found on the Chapter Intranet at [sualumni.com](http://sualumni.com). Additional research will occur to investigate best practices of other organizations.

- *Develop a closer linkage with Career Services for job search purposes*

Career Services and Alumni Services have strengthened their relationship. Alumni are able to call or visit Career Services for advice and review of resumes. The Career Center, found at [sualumni.com](http://sualumni.com), now offers links to the Illinois WorkNet site, College of Business Placement Center, and Career Services Saluki Recruiting career listings. Additionally, JobBound videos with advice for individuals entering the workforce and instructions on how to use the Alumni Online Directory to search for fellow alumni can also be found in the Association web site Career Center.

- *Follow-up three to four months after graduation with information about the Alumni Association to recent graduates*

We are working on a system whereby alumni will receive an email encouraging them to join the Association if they are not members, and inform them of chapter/clubs in their region – when they submit address updates. Additionally, students are solicited for membership just prior to leaving, and just after they graduate. Information about chapters/clubs will be included in these materials.

Currently graduates can contact chapters/clubs via the chapter/club web pages to notify them they will be relocating to that region of the country.

Completion Date: December 2010

Completed

**Milestone:** Evaluate actions taken and revise strategy if necessary

Completion Date: June 2011

Staff Responsible: Directors of Off Campus Programs, Communications, and Member Services

Action Step 7: Evaluate current student programs and develop a plan to enhance the student experience and strengthen support for Southern.

Completed

**Milestone:** Evaluate current student programs

Completion Date: September 2010

Analysis of current structure, management, and cost of programs and student participant data has been collected. However further research among non-participants is needed. Additional time is needed to establish a plan.

Initial research started on this topic and the process for continued research was defined. Additional time needed to establish a plan.

Revised Completion Date: August 2011

The following is a list of programs designed specifically for students:

1. JobBound
2. Extern Program
3. Student Alumni Council
4. Scholarships
5. 25 Most Distinguished Senior awards

**JobBound:**

Student surveys from JobBound were studied. The surveys indicate this program should continue. Answers to the question "Would you recommend JobBound seminar to your friends?" we found:

In 2010, 90 out of 90 students that completed the survey answered yes.  
In 2011, 122 out of 122 students that completed the survey answered yes.

**Extern Program:**

Review of surveys from the Extern Program, indicate this program should continue. Responses to the statement: “My overall impression of the Extern Program is favorable.”

2009 average was 4.8

2010 average was 4.7

(A five point scale was used)

**Student Alumni Council:**

Student Alumni Council program currently has no specific evaluation criteria. Best practices indicate that every member of CASE has a student group. These groups are typically based in the advancement division of the institution.

Following are some specifics about our Student Alumni Council:

- average 430 service hours over the past five years;
- provide financial support for JobBound, Extern and 25 Most Distinguished Senior programs; and
- incorporate new initiatives such as:
  - presented last four years ASAP District 5 conference;
  - attended the ASAP national conference the last three years;
  - recipients of an award at CASE ASAP since 2008 and 2009;
  - recipients of two SIU wide awards;
  - we have presenters at the SIU Leadership conference; and
  - only SAC organization in Illinois to win the Peter Buchanan Scholarship.

**Scholarships** have been addressed in another action step within this plan.

**25 Most Distinguished Seniors:**

In the ten years of this program, the number of applications has increased significantly. This program currently has no evaluation criteria. Approximately 200 student applications for the program are received annually. The program has been so well received by campus that it has moved from a cookies and punch reception to a dinner co-sponsored by the Chancellor’s Office.

Additional programs under consideration include:

**Traditions Book:**

This book is distributed to incoming students as a means to educate them about our alma mater. Research from other institutions indicate that those who have recently started it (last two years) are very happy with it and those that have had it for many, many years are still pleased.

**University 101:**

SAC members would present SIU’s histories and traditions.

In summary, the Association should concentrate on programming that meets the needs of full-time undergraduate students. Based on time and budget, a target audience has to be selected. The graduate school and graduate student council have programs and assistantships for graduate students. To maximize our resources, the Association should concentrate on the undergraduate.

**Milestone:** Plan created  
Completion Date: August 2012

**Milestone:** Secure SIU AA Board and University support  
Completion Date: October 2012

**Milestone:** Execute plan  
Completion Date: January 2013

**Milestone:** Evaluate plan  
Completion Date: January 2014

Staff Responsible: Director of Student Relations and Executive Director

**Guiding Principle #3: The SIU Alumni Association will plan for its long term viability /survivability in light of declining University support.**

Goal Statement:  
We will increase revenue by expanding existing income streams and creating and/or identifying new sources of income to support and enhance programs, services, and staffing.

Action Step 1: Create two new revenue opportunities within the communications area.

**Completed** **Milestone:** Plan created and SIU AA Board approval secured

Completion Date: October 2010

The December issue of the magazine is the largest with regard to circulation and size (number of pages) of the four issues of the *Southern Alumni* magazine. This issue and the March issue will be analyzed to establish an advertising strategy for print ads in these publications. Director is conducting research with Dr. Cheryl Jarvis of the SIUC Marketing Department and Susan Cassalini, of Maury Boyd publishing house, to evaluate opportunities in the *Southern Alumni* magazine for ad sales.

- Web site: Consideration of web site as a medium to generate advertising dollars will be included in the ad sales plan.
- Saluki Pride Newsletter: Consideration of this electronic communication as a medium to generate advertising dollars will be included in the ad sales plan.
- Online *Southern Alumni* via page turning software: Consideration of this electronic medium to generate advertising dollars will be included in the ad sales plan.
- Additionally, the ad sales plan will address ideas on how and who will sell the ads.

A revised completion date will be needed for this milestone.

*Revised* Completion Date: March 2011

Analysis outlined above continues. A revised completion date will be needed for this milestone.

*Revised* Completion Date: June 2011

The Association has experienced success with our initial offering of sponsorship packages\*. The packages offer exposure via our communication vehicles. The communication vehicles include the printed and electronic *Southern Alumni* magazine, website, Saluki Pride Newsletter, events, etc. The sponsorships provide a source of revenue.

Creation of a display advertising package, strictly within the electronic and printed version of the *Southern Alumni* magazine was considered. However, concern of undermining the sponsorship packages is an issue. Therefore, a program will be launched to allow alumni business owners the opportunity to advertise. A specific number of pages will be dedicated to business card-sized

ads in each issue of the magazine. Research is currently underway to define the number and pricing for these ads.

(\*The sponsorship valuation process can be found in Action Step 2: Establish a sponsorship program for SIU AA events and programs to increase corporate involvement, beginning on page 26 of this plan.)

Completion Date: Ongoing

**Milestone:** Implement the two revenue opportunities over the next two years  
Completion Dates: July 2011 and July 2012

Revised Completion Dates: July 2013 and July 2014

**Milestone:** Evaluate the plan  
Completion Date: July 2012 and July 2013

Time will be needed to evaluate the plan once implemented. Therefore, a revised completion date is necessary.

*Revised* Completion Date: December 2013 and July 2014

Staff Responsible: Director of Communications, Controller, and Executive Director

Action Step 2: Work with the SIU AA Board to evaluate the investment strategy to determine if asset allocation in our portfolio is optimal.

Completed

**Milestone:** Evaluation of current strategy  
Completion Date: January 2010

Evaluation of current investment policy presented to Executive Committee.  
Results of evaluation:

- current asset allocation resulted in less than a nominal rate – 8% and
- Investment Committee concludes the policy must be revised

New policy:

- designed to achieve 8% return;
- financial risk further diversified by allowing new asset classes; and
- address rebalancing issues not covered in current policy.

Completed

**Milestone:** Execute any SIU AA Board changes in the investment strategy  
Completion date: December 2010

SIU AA Board adopted new investment strategy October 2010.  
Investment strategy implemented.

Completed

**Milestone:** Continued evaluation of investment strategy  
Completion Date: Ongoing (during investment phase 2010)

Staff Responsible: Controller and Executive Director

Action Step 3: Create six additional annual membership campaigns with three to recruit new members and three to renew lapsed members.

Clarification is necessary to define campaigns as acquisition and retention campaigns:

- any campaign that recruits a non-member is an acquisition campaign and
- any campaign (not including the billing cycle) that causes a member to renew their membership is a retention campaign.

Completed

**Milestone:** Target populations identified and campaigns created  
Completion Date: December 2010

Research of past campaigns, successful campaigns at other institutions, and data mining of our data base have resulted in identifying populations to be targeted for membership.

**Milestone:** Execute each campaign  
Completion Dates: January through December 2011

Acquisition campaigns are:

- event and reunion-related (Art and Design event, English Grad Student Reunion);
- membership as a gift (encourage members to purchase for non-members);
- SIU administration, faculty and staff;
- We Double-Dawg Dare You (membership contest among chapters, clubs and constituencies);
- lapsed member; and
- graduating senior.

Retention campaigns are:

- current student (video and social media contest);
- thank you (feature students thanking members who have benefited from programs sponsored by the Association);
- Member Voices (members share their positive comments regarding membership); and
- magazine showcase.

**Milestone:** Evaluate each campaign

Completion Date: Ongoing (during execution phase 2011)

Staff Responsible: Director of Member Services and Executive Director

Action Step 4: Identify potential credit card affinity partners and secure new agreement.

**Milestone:** Potential partners identified and SIU AA Board and University approval secured

Completion Date: January 2011

Potential partners for a future credit card affinity program have been identified. Next, the market will be analyzed to better understand the current climate.

Revised Completion Date: October 2011

**Milestone:** Contract in place

Completion Date: July 2012

Staff Responsible: Controller, SIUAA Board Treasurer, and Executive Director

Goal Statement:

We will increase organizational efficiency by maximizing resources in order to better serve our constituencies.

Action Step 1: Develop a strategy for management of the Association web site.

Completed

**Milestone:** Research various options and make recommendations to the University and SIU AA Board

Completion Date: August 2010

The recommendation for management of the website is to hire a staff person to handle these duties.

Completed

**Milestone:** Seek SIU AA Board and University support/funding  
Completion Date: October 2010

The economic climate is such that hiring a staff member to manage the web site is not an option at this time. Therefore, a revised completion date is suggested.

*Revised* Completion Date: September 2011

Through restructuring of the SIUAA staff, the Editorial Writer has been identified as the manager of the website. In addition, a student will be assigned to this position for support of the website.

*Revised* Completion Date: December 2011

Staff Responsible: Controller and Executive Director

Action Step 2: Establish a sponsorship program for SIU AA events and programs to increase corporate involvement.

Completed

**Milestone:** Plan created and SIU AA Board and university support secured  
Completion Date: April 2010

In addition to the goal of bringing in sponsorship revenue, it was also important for a program to be created whereby the Association could sponsor programs and events produced by SIUC colleges, departments, and groups.

Values were established for SIU AA programs (events and communication vehicles). Next, sponsorship opportunities were created. Alumni and member demographics were determined for inclusion in sponsorship proposals. Additionally, guidelines for those requesting sponsorship support from the Association were established.

Completed

**Milestone:** Plan executed, phase I  
Completion Date: August 2010

Solicitation of sponsorships for home tailgates occurred. In some cases, the timing of the proposal was not in line with the businesses' fiscal calendar. In

other cases, the economic climate prohibited businesses from participating. The next step is to expand the list of businesses to solicit.

With regard to requests for SIU AA support, sponsorship of uniforms for the Marching Salukis (\$2,500) and the Air Race Classic (\$500) did occur.



**Milestone:** Plan executed, phase II

Completion Date: January 2011

Phase II was the addition of off campus programs as sponsorship opportunities. This portion of the plan, consisting of opportunities for sponsorship at off campus events, was completed in August of 2010. Our first sponsor secured was Liberty Mutual (\$5,000) for U of I tailgate in September 2010.

To assist in determining the value of the products the Association has to offer, a subscription to the IEG series of webinars and other resources was purchased. IEG is the leading provider of consulting, valuation, measurement, research, and training to the global sponsorship industry. A sponsor valuation worksheet, including tangible and non-tangible items, provides validation when assigning value to the sponsorship package.

Research has been conducted to identify companies with SIU alumni in key decision making positions. These companies, along with those the Association already does business, will be targeted first as potential sponsors.

Revenue	To date, \$14,000
Gift-in-kind	The Association receives support on an annual basis in the form of services and products. These donations help to offset the cost of our programs.
Requests for sponsorships	The Association sponsors campus entities in a variety of capacities including events, conferences, and goods.

**Milestone:** Evaluate plan

Completion Date: Ongoing

Staff Responsible: Directors of Public Relations (now known as Corporate Relations), Off Campus Programs, and Executive Director

Action Step 3: Hire a student employee for Public Relations (now known as Corporate Relations) unit to assist with research and program support.

Completed

**Milestone:** Student hired  
Completion Date: April 2010

Student was hired: Phil Riggs, Public Relations major.

Staff Responsible: Director of Public Relations (now known as Corporate Relations), Controller, and Executive Director

Action Step 4: Evaluate surveys from events to ensure programs are appropriate and results are communicated.

Completed

**Milestone:** Evaluation complete following event  
Completion Date: Ongoing

Surveys are sent to attendees following events. The following practices have been identified:

- gain large sample size for our stock survey questions;
- reduce the irregularities found in small data samples;
- customize the surveys when possible; and
- utilize survey data to assist in planning future events.

A means to offer survey results to respondents must be identified.

Survey results are now immediately available to those who complete our surveys. Once completed, the respondent has an opportunity to view the survey results tabulated at that point in time. Additionally, the *Southern Alumni* magazine will be utilized to offer results of surveys to alumni and members. The June 2011 issue was the first issue to contain survey results.

Staff Responsible: Administrative Assistant and Program Director

Action Step 5: Create a plan for continuing education and professional development of Alumni Services / SIU AA Team members.

Completed

**Milestone:** Plan developed and University and SIU AA Board approval secured  
Completion Date: December 2010

Professional development is important in order to keep team members' skills sharp and knowledge of one's profession current. Each Director has identified a professional conference specific to their area of concentration. Additionally, opportunities to attend a CASE conference (Council for the Advancement of

Education) will be afforded to staff members based on the topics of discussion. CASE is the professional organization to which the Alumni Directors belong.

Once each month, colleagues from across campus will be invited to Directors meetings to educate the team about their respective programs. Future topics include the Saluki Cares program, University College, and Admissions. Support team members are also encouraged seek professional development opportunities as well. Each Director works with the support team members in their unit to identify professional development opportunities.

Staff Responsible: Executive Director

Action Step 6: Evaluate Association scholarships to streamline program management.

Completed

**Milestone:** Evaluation complete

Completion Date: January 2011

Evaluation of SIU AA's scholarship program found three areas where further efficiency can be achieved with the Chapter scholarships:

1. revise and post scholarships in May instead of November to substantially lengthen opportunity to apply;
2. collaborate with local schools in May instead of November providing them an additional six months to promote and market to their students; and
3. provide Honors Day scholarship information to the Registrar's Office in November rather than January ensuring recipients will be recognized during Honors Day.

With regard to the general scholarships managed by the student relations area, research was conducted of other associations. Several associations use the same application as their university, or utilize the same scholarship application format for all association scholarships. Students complete one application for scholarships at the university.

The management of scholarships at SIUC and the Association compare as follows:

SIUC	SIU Alumni Association
Criteria for most, if not all, scholarships managed by the SIUC Financial Aid office are based on financial need	Association scholarships are not primarily based on financial need.
SIUC uses February 1 as their deadline for application with a great number of scholarships targeting incoming freshmen who apply for scholarship up to a year in advance.	While other associations use early February as their deadline for scholarship applications, our Association offers a later deadline for both current and transfer students, thereby affording a longer grace period to complete application materials.
The Federal Application for Financial Student Aid in many cases must be completed by April 1.	
Transfer students typically apply for scholarships later in the semester. SIUC has few transfer student scholarships.	

Consideration will be given to having one selection committee, where possible. Peer institutions will be researched to reveal if such a practice is employed successfully. Additionally, regular examinations of scholarship applications will occur. The SIU Foundation will be consulted to ensure forms are compliant.

Completed

**Milestone:** Plan complete and SIU AA Board and University support secured  
Completion Date: April 2011

Practices adopted by the Association:

Provide a bio for the person or family that endowed the scholarship and add photos when possible; and

once the application cycle is over for a year, a notification will appear on the website along with a date for the launch of the next year's application cycle.

<b>Scholarships Offered by Alumni Associations</b>		
	Total Dollars	Number of Students
West Virginia University	\$475,000	29,306
Iowa State University	*\$7,000	26,000
University of Colorado at Boulder	\$80,000	24,000
Louisiana State University	\$200,000	28,000
Mizzou	\$260,000	21,653
University of California Davis	\$60,000	30,000
University of Washington	\$295,500	45,000
Southern Illinois University Carbondale	\$72,000	20,000
*Not counting chapter scholarships		

**Milestone:** Plan executed  
Completion Date: December 2011

**Milestone:** Plan evaluated  
Completion Date: May 2012

Staff Responsible: Directors of Off Campus Programs, Student Relations, and Controller

Action Step 7: Evaluate Member Benefit Program to ensure the program is of value to our members as well as participating businesses.

Completed

**Milestone:** Evaluation complete and plan established  
Completion Date: October 2010

A survey was administered to a group of 500 randomly selected Association members – 60 responses were received. Analysis of the survey and the benefit program are complete. Next, a revised program will be created. This revision will include a definition of “benefit” as well as the criteria for businesses to participate in the program.

Completed

**Milestone:** Establish criteria for business participation  
Completion Date: January 2011

A revised completion date is required for this milestone.

*Revised* Completion Date: March 2011

This milestone has been completed. The criteria for this program are established for business participation. New evaluation tools are being utilized for new businesses who wish to participate in the Member Advantages Program.

Completed

**Milestone:** SIU AA Board approval secured  
Completion Date: February 2011

A revised completion is required for this milestone.

*Revised* Completion Date: April 2011

Completed

**Milestone:** Program executed  
Completion Date: January 2012

**Milestone:** Evaluate the program  
Completion Date: Ongoing

Staff Responsible: Directors of Member Services and Public Relations (now known as Corporate Relations)

**Guiding Principle #4: The SIU Alumni Association will work toward establishing a permanent home for Alumni who represent the largest and most loyal SIUC entity.**

Goal Statement:

We will be a connection among constituencies demonstrating value in their involvement and affinity to SIU.

Action Step 1: Work with Concept and Design Committee to establish a plan for an Institutional Advancement building.

Completed

**Milestone:** Plan developed  
Completion Date: December 2011

May – July 2010:

Four campuses were visited to tour alumni centers:

1. University of Illinois, Alice Campbell Center;
2. University of Missouri, Reynolds Alumni Center;
3. Ball State University Alumni Center; and
4. Wichita State University, Woodman Alumni Center.

These campuses were chosen because the facility was built recently and is located in Illinois, the offices/staffs they support are similar to our situation, and/or an invitation was extended by the campus for a visit.

October 2010: SIU AA and SIUF Boards allocated funds to hire an architectural firm

November 2010: Collaboration with Dr. Suzanne Nasco of the SIUC Marketing Department to create an opinion survey to collect input regarding the alumni center from alumni, students, staff, faculty, and supporters of the University

December 2010: SIU Board of Trustees approval secured to begin QBS process

January 2010: QBS process begins

February 2010: Opinion survey closes

March 2010: Opinion survey data analysis data due

The committee has been working with the University to vet the project through the QBS process. Currently, we are awaiting approval from the State to post the project to the state procurement site. Four firms were interviewed for this project. BLDD of Decatur, Illinois, has been identified as the firm for this architectural phase.

Staff Responsible: Alumni Executive Director and Foundation CEO

**Guiding Principle #5: The SIU Alumni Association believes a committed, proactive, and respected Board of Directors is essential to its future.**

Goal Statement:

We will be a connection among constituencies demonstrating value in their involvement and affinity to SIU.

Action Step 1: Work with SIU AA Board Orientation Facilitator to coordinate orientation and training of SIU AA Board members.

Completed

**Milestone:** Plan developed and SIU AA Board approval secured

Completion Date: July 2010

- 2008 Orientation Program initiated by Executive Committee, Lowell Keel appointed as coordinator; and
- May 2010 Jeff Kutterer appointed as orientation coordinator.

*Revised* Completion Date: December 2010

- October 2010 current orientation presentation revised and updated;

- November 2010 sample orientation materials secured from other alumni associations; and
- December 2010 orientation review/ revised plan created.

Completed

**Milestone:** Evaluate orientation and training program

Completion Date: Ongoing

Staff Responsible: Administrative Assistant and Executive Director

## **APPENDIX A**

## Strategic Plan 2010-2013

### Timeline

This section of the plan is a timeline that provides an 'at a glance' continuum of the strategic plan. Interpretation of the timeline is as follows:

*Excerpt from the strategic plan:*

#### **Guiding Principle #1:**

**The Association is a strong, independent, and self-sufficient organization.**

#### Goal Statement:

We will be a connection among constituencies demonstrating value in their involvement and affinity to SIU.

Action Step 1: Establish and/or revitalize Chapters or Clubs in the US and internationally.

Milestone: Plan developed and SIU AA Board and University support secured

Completion Date: December 2010

*Except as it appears on the timeline:*

December

GP1/AS1 m1: Establish and/or revitalize Chapters or Clubs in the US and internationally.

#### **Interpretation Key:**

GP1 = Guiding Principle #1

AS1 = Action Step 1

m1 = the first milestone listed under the action step

(Additional milestones listed under the action steps will appear with consecutive numbers: 2, 3, etc.)

## SIU Alumni Association Strategic Plan Timeline

### 2010

#### January

GP3/AS2 m1: Work with the SIU AA Board to evaluate the investment strategy to determine if asset allocation in the portfolio is optimal.

#### February

#### March

#### April

GP3/GS2/AS2 m1: Establish a sponsorship program for SIU AA events and programs to increase corporate involvement.

GP3/GS2/AS3 m1: Hire a student employee for Public Relations (**now known as Corporate Relations**) unit to assist with research and program support.

#### May

GP3/GS2/AS4 m1: Evaluate surveys from events to ensure programs are appropriate and results are communicated.

#### June

#### July

GP5/AS1 m1: Work with the SIU AA Board Orientation Facilitator to coordinate orientation and training of SIU AA Board members.

#### August

GP1/AS2 m1: Evaluate current groups and establish three new constituent groups over the next three years.

GP2/AS3 m1: Evaluate Saluki Interactive

GP3/GS2/AS1 m1: Develop a strategy for management of the Association Web site.

GP3GS2/AS2 m2: Establish a sponsorship program for SIU AA events and programs to increase corporate involvement.

#### September

GP2/AS7 m1: Evaluate current student programs and develop a plan to enhance the student experience and strengthen support for Southern.

## October

GP1/AS1 m1: Create a comprehensive communication plan, targeting internal and external constituencies, that promotes membership, SIU AA brands, and programs by increasing the number and/or effectiveness of communications in various media such as print, broadcast, electronic, etc.

GP2/AS3 m2: Evaluate Saluki Interactive

GP3/AS1 m1: Create two new revenue opportunities within the communications area.

GP3/GS2/AS1 m2: Develop a strategy for management of the Association web site.

GP3/GS2/AS7 m1: Evaluate member Benefit Program to ensure the program is of value to our members as well as participating businesses.

## November

## December

GP1/AS1 m1: Establish and/or revitalize Chapters or Clubs in the US and internationally.

GP2/AS3 m3: Evaluate Saluki Interactive.

GP2/AS5 m1: Increase sponsor and student participation in the Extern Program.

GP2/AS6 m1: Work with Chapters and Clubs as follow-up to the June 2009 Symposium.

GP1/AS2 m2: Work with the SIU AA Board to evaluate the investment strategy to determine if asset allocation in the portfolio is optimal.

GP/AS3 m1: Create six additional annual membership campaigns: Three to recruit new members and three to renew lapsed members.

GP3/GS2/AS5 m1: Create a plan for continuing education and professional development of Alumni Services/SIU AA Team members.

## 2011

## January

GP1/AS2 m2: Evaluate current groups and establish three new constituent groups over the next three years.

GP2/AS3 m4: Evaluate Saluki Interactive

GP2/AS4 m1: Create a plan to establish two additional reunions.

GP3/AS3 m2: Create six additional annual membership campaigns: Three to recruit new members and three to renew lapsed members.

GP3/As4 m1: Identify potential credit card affinity partners and secure new agreement

GP3GS2/AS2 m2: Establish a sponsorship program for SIU AA events and programs to increase corporate involvement.

GP3/GS2/AS6 m1: Evaluate Association scholarships to streamline program management.

GP3/GS2/AS7 m2: Evaluate member Benefit Program to ensure the program is of value to our members as well as participating businesses.

#### February

GP2/AS7 m2: Evaluate current student programs and develop a plan to enhance the student experience and strengthen support for Southern.

GP/AS3 m2: Create six additional annual membership campaigns: Three to recruit new members and three to renew lapsed members.

GP3/GS2/AS7 m3: Evaluate member Benefit Program to ensure the program is of value to our members as well as participating businesses.

#### March

GP2AS1 m1: Enhance the affinity program to determine value and effectiveness.

GP/AS3 m2: Create six additional annual membership campaigns: Three to recruit new members and three to renew lapsed members.

#### April

GP1/AS2 m3: Evaluate current groups and establish three new constituent groups over the next three years.

GP2/AS5 m2: Increase sponsor and student participation in the Extern Program.

GP2/AS7 m2: Evaluate current student programs and develop a plan to enhance the student experience and strengthen support for Southern.

GP/AS3 m2: Create six additional annual membership campaigns: Three to recruit new members and three to renew lapsed members.

GP3/GS2/AS6 m2: Evaluate Association scholarships to streamline program management.

## May

GP1/AS2 m4: Evaluate current groups and establish three new constituent groups over the next three years.

GP/AS3 m2: Create six additional annual membership campaigns: Three to recruit new members and three to renew lapsed members.

## June

GP2/AS6 m2: Work with Chapters and Clubs as follow-up to the June 2009 Symposium.

GP/AS3 m2: Create six additional annual membership campaigns: Three to recruit new members and three to renew lapsed members.

## July

GP3/AS1 m2: Create two new revenue opportunities within the communications area.

GP/AS3 m2: Create six additional annual membership campaigns: Three to recruit new members and three to renew lapsed members.

## August

GP/AS3 m2: Create six additional annual membership campaigns: Three to recruit new members and three to renew lapsed members.

## September

GP2/AS4 m2: Create a plan to establish two additional reunions.

GP/AS3 m2: Create six additional annual membership campaigns: Three to recruit new members and three to renew lapsed members.

## October

GP1/AS1 m2: Create a comprehensive communication plan, targeting internal and external constituencies, that promotes membership, SIU AA brands, and programs by increasing the number and/or effectiveness of communications in various media such as print, broadcast, electronic, etc.

GP2/AS1 m2: Enhance the affinity program to determine value and effectiveness.

GP/AS3 m2: Create six additional annual membership campaigns: Three to recruit new members and three to renew lapsed members.

## November

GP2/AS1 m3: Enhance the affinity program to determine value and effectiveness.

GP/AS3 m2: Create six additional annual membership campaigns: Three to recruit new members and three to renew lapsed members.

## December

GP1/AS1 m2: Establish and/or revitalize Chapters or Clubs in the US and internationally.

GP/AS3 m2: Create six additional annual membership campaigns: Three to recruit new members and three to renew lapsed members.

GP3/GS2/AS6 m3: Evaluate Association scholarships to streamline program management.

GP4/AS1 m1: Work with Concept and Design Committee to establish a plan for an Institutional Advancement building.

## 2012

### January

GP2/AS4 m3: Create a plan to establish two additional reunions.

GP3/GS2/AS7 m4: Evaluate member Benefit Program to ensure the program is of value to our members as well as participating businesses.

### February

### March

### April

GP2/AS5 m3: Increase sponsor and student participation in the Extern Program.

GP2/AS7 m3: Evaluate current student programs and develop a plan to enhance the student experience and strengthen support for Southern.

### May

GP3/GS2/AS6 m4: Evaluate Association scholarships to streamline program management.

### June

### July

GP3/AS1 m2: Create two new revenue opportunities within the communications area.

GP3/AS1 m3: Create two new revenue opportunities within the communications area.

GP3/As4 m2: Identify potential credit card affinity partners and secure new agreement

GP1/AS1 m3: Establish and/or revitalize Chapters or Clubs in the US and internationally

#### August

GP2/AS7 m4: Evaluate current student programs and develop a plan to enhance the student experience and strengthen support for Southern.

#### September

#### October

GP1/AS2 m3: Create a comprehensive communication plan, targeting internal and external constituencies, that promotes membership, SIU AA brands, and programs by increasing the number and/or effectiveness of communications in various media such as print, broadcast, electronic, etc.

GP1/AS2 m5: Create a comprehensive communication plan, targeting internal and external constituencies, that promotes membership, SIU AA brands, and programs by increasing the number and/or effectiveness of communications in various media such as print, broadcast, electronic, etc.

#### November

GP2AS1 m4: Enhance the affinity program to determine value and effectiveness.

#### December

### 2013

#### January

#### February

#### March

#### April

GP2/AS7 m5: Evaluate current student programs and develop a plan to enhance the student experience and strengthen support for Southern.

#### May

#### June

#### July

GP3/AS1 m3: Create two new revenue opportunities within the communications area.

August

September

October

GP1/AS1 m4: Create a comprehensive communication plan, targeting internal and external constituencies, that promotes membership, SIU AA brands, and programs by increasing the number and/or effectiveness of communications in various media such as print, broadcast, electronic, etc.

GP1/AS1 m5: Create a comprehensive communication plan, targeting internal and external constituencies, that promotes membership, SIU AA brands, and programs by increasing the number and/or effectiveness of communications in various media such as print, broadcast, electronic, etc.

November

December