

CALIFORNIA STATE UNIVERSITY, FRESNO

1911-2011



STEPPING INTO OUR NEXT CENTURY

Advancement Division Action Plans

FY 2010-11 and FY 2011-12

Alumni Association



CALIFORNIA STATE UNIVERSITY, FRESNO
University Advancement FY 2010-11 / 2011-12 Action Plan Details

Department: Alumni Association

Date: September 2010

Priority/Product	Criteria for Success	Tactics	Special Considerations
<p>Sustain Highly Effective Alumni Program.</p>	<ul style="list-style-type: none"> • Create opportunities for engagement and dialogue with members, alumni, students, faculty and staff. • Establish additional Regional and Local Clubs • Continue to emphasize life membership. • Promote and develop our student scholarship program at every opportunity. • Develop additional ideas for revenue generation. 	<ul style="list-style-type: none"> • Explore establishing regional clubs in Sacramento, Los Angeles, Central Coast and local clubs for Faculty Staff Alumni and Honors College Graduates • Launch Regional Board Member Plan and involve these members to assist in establishing a regional presence in their area. • Involve Faculty and Staff Board Members in engaging faculty/staff alumni. • Conduct away football tailgate at San Jose State and potentially other locations depending on the 2011-12 football schedule. • Recognize 1961 & 1962 alums at Golden Grad Society Event. • Utilize student scholarship component on all membership appeals. • Lead with the Alumni Chapters/Clubs on membership appeals. • Have sponsorship opportunities at more FSAA events to bring in additional revenue. • Launch and promote Fresno State Alumni Print Store. • Promote use of FSAA Shares Card by members. 	<p style="text-align: right;">(continued)</p>

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<p>Engage Alumni Using New Media</p>	<ul style="list-style-type: none"> • Maintain mobile presence • Increase Twitter followers to 2,000. • Increase Facebook Fans to 2,500. • Monitor analytics for social communities, keep track of alumni that frequently engage. • Stay current with trends and new technologies. • If a web and FSAA redesign occurs, enhance the new site by integrating appropriate social media features. • Increase Bulldog Byte open rate to an average of 11% per month. 	<ul style="list-style-type: none"> • Send 8 messages per month, keep messaging relevant and timely, launch several opt-in campaigns, maintain working relationships with student affairs and athletics. • Cross promote between social networks. • When possible, include video enhanced postings • Engage in two-way dialogue with alumni online, commenting on their accomplishments, offering assistance when needed, etc. • Contribute material for Leadership Blog. • Maintain dynamic communities. • Read industry blogs. • Post engaging content based on Harris Connect email marketing analytics. 	<p>Katie Johnson’s duties in her role as Director of Social Media include executing these goals on behalf of the Alumni Association.</p> <p style="text-align: right;">(continued)</p>

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<p>Young Alumni and Student Engagement (-2, +3)</p>	<ul style="list-style-type: none"> • Communicate with this demographic in an effective manner (i.e., social media, blogs, email). • Provide networking opportunities. • Provide opportunities for alumni to give back to campus and students. 	<ul style="list-style-type: none"> • Continue to look for ways to partner with Career Services on events that will help students and young alumni gain employment and professional skills. • Identify on-campus branding opportunities and partner with student clubs and organizations. • Explore packaging the cap and gown with the Grad Pack to promote to graduating seniors. • Continue to promote life members at Grad Fair to build affinity with graduates. • Continue networking mixer at Grad Fair with alumni and students. 	
<p>Highlight Centennial Campaign in all of our activities.</p>	<ul style="list-style-type: none"> • Develop a centennial theme with membership program. • Actively participate with campus community on Centennial Events. • Promote Centennial events and the website to our alumni constituents. 	<ul style="list-style-type: none"> • Conduct a Centennial Membership Campaign. • Execute the Tailgate of the Century. • Participate in the Commencement through launching a pinning ceremony for 2011 grads. • Participate in the Legacy of Leadership activities with alumni who were Associated Student Government Leaders. • Highlight Centennial at Top Dog Gala. • Participate in Homecoming Parade – explore alumni marching by decade. • Promote the Centennial to Alumni using the Bulldog Byte, website and new media outlets. 	