

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**

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

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<p><b>Engage Alumni Using New Media</b></p>	<ul style="list-style-type: none"> <li>• Maintain mobile presence</li> <li>• Increase Twitter followers to 2,000.</li> <li>• Increase Facebook Fans to 2,500.</li> <li>• Monitor analytics for social communities, keep track of alumni that frequently engage.</li> <li>• Stay current with trends and new technologies.</li> <li>• If a web and FSAA redesign occurs, enhance the new site by integrating appropriate social media features.</li> <li>• Increase Bulldog Byte open rate to an average of 11% per month.</li> </ul>	<ul style="list-style-type: none"> <li>• Send 8 messages per month, keep messaging relevant and timely, launch several opt-in campaigns, maintain working relationships with student affairs and athletics.</li> <li>• Cross promote between social networks.</li> <li>• When possible, include video enhanced postings</li> <li>• Engage in two-way dialogue with alumni online, commenting on their accomplishments, offering assistance when needed, etc.</li> <li>• Contribute material for Leadership Blog.</li> <li>• Maintain dynamic communities.</li> <li>• Read industry blogs.</li> <li>• Post engaging content based on Harris Connect email marketing analytics.</li> </ul>	<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><b>Young Alumni and Student Engagement</b> ( -2, +3)</p>	<ul style="list-style-type: none"> <li>• Communicate with this demographic in an effective manner (i.e., social media, blogs, email).</li> <li>• Provide networking opportunities.</li> <li>• Provide opportunities for alumni to give back to campus and students.</li> </ul>	<ul style="list-style-type: none"> <li>• Continue to look for ways to partner with Career Services on events that will help students and young alumni gain employment and professional skills.</li> <li>• Identify on-campus branding opportunities and partner with student clubs and organizations.</li> <li>• Explore packaging the cap and gown with the Grad Pack to promote to graduating seniors.</li> <li>• Continue to promote life members at Grad Fair to build affinity with graduates.</li> <li>• Continue networking mixer at Grad Fair with alumni and students.</li> </ul>	
<p><b>Highlight Centennial Campaign in all of our activities.</b></p>	<ul style="list-style-type: none"> <li>• Develop a centennial theme with membership program.</li> <li>• Actively participate with campus community on Centennial Events.</li> <li>• Promote Centennial events and the website to our alumni constituents.</li> </ul>	<ul style="list-style-type: none"> <li>• Conduct a Centennial Membership Campaign.</li> <li>• Execute the Tailgate of the Century.</li> <li>• Participate in the Commencement through launching a pinning ceremony for 2011 grads.</li> <li>• Participate in the Legacy of Leadership activities with alumni who were Associated Student Government Leaders.</li> <li>• Highlight Centennial at Top Dog Gala.</li> <li>• Participate in Homecoming Parade – explore alumni marching by decade.</li> <li>• Promote the Centennial to Alumni using the Bulldog Byte, website and new media outlets.</li> </ul>	