



Tulane Alumni Association 2010 – 2013 Strategic Plan Summary

Initiative: One Tulane

Goals: Maximize the number of quality interactions between Tulane and its alumni
(push events and services out; pull donations and volunteers in)
Reach and involve alumni in fulfillment of Tulane's vision and potential

- Action Steps:**
1. Have a single email address for students and alumni (live@TU) – **Office of Alumni Affairs**
 2. Coordinate alumni activities with development activities – **Tulane Clubs/Office of Alumni Affairs**
 3. Involve development in TAA Board meetings; seek Board nominations from
Development (donors and volunteers who help with development mission) – **Programming/Nominations Committees/Development**
 4. Meet with Scott and Yvette to secure specific direction/charge – **Charlotte, Dan, Michelle**
 5. Coordinate TAA school representative board directors with their Deans – **Vice President (Sharon)**
 6. Create an alumni speakers bureau – **Programming**
 7. Create an alumni induction ceremony – **Student Outreach/office of Alumni Affairs**
 8. Explore continuing education for alumni in all fields – **Office of Alumni Affairs/Programming/Tulane Clubs**
 9. Create more diversified events for alumni – **Tulane Clubs**
 10. Increase social media presence – **Marketing & Communications**
 11. Quantify the impact of alumni events on participation – **Office of Alumni affairs/Development**
 12. Make annual giving for TAA board members and club leaders a priority – **Finance**
 13. Continue to have clubs operating in a fiscally responsible manner – **Finance**
 14. Design system to provide monthly updates for alumni engagement – **Office of Alumni Affairs**
 15. Create a "One Tulane" marketing campaign – **Marketing/Communications/Office of Public Relations**
 16. Hold focus groups and surveys for alumni – **Marketing/Communications/Student Outreach**
 17. Train volunteers in marketing – **Marketing/Communications/Office of Public Relations**
 18. Develop alumni videos – **Marketing/Communications/Office of Public Relations**
 19. Hold networking lunches in club cities – **Marketing/Communications/Tulane Clubs**
 20. Add alumni events to mobile phone applications – **Marketing/Communications/Office of Public Relations (also add alumni header...)**
 21. Have each Club make a best effort to include a minimum of one project or event in their programming each year that involves Tulane alumni
in service to their local community – **Community Outreach**
 22. Continue to support Wave Athletics and student athletes as they serve as critical ambassadors in New Orleans and throughout the U.S.
– **Athletics/Office of Alumni Affairs**



Initiative: Leadership Development

Goals: Encourage and engage new volunteer leaders
Strengthen TAA credibility with the university
Create alumni who are strong and enthusiastic ambassadors for Tulane

- Action Steps:**
1. Provide job descriptions for standards and accountabilities for TAA board members, officers and alumni club leaders – **Office of Alumni Affairs**
 2. Create a resource of TAA board past presidents – **Office of Alumni Affairs/Immediate Past President (Suzanne)**
 3. Reactivate leadership for any dormant alumni clubs – **Tulane Clubs Committee**
 4. Share knowledge through online forums – **Office of Alumni affairs/Marketing & Communications**
 5. Make board orientation mandatory for all new board members and club presidents – **Office of Alumni affairs/Executive Committee**
 6. Involve departments and Deans with TAA quarterly board meetings – **Vice President (Sharon)/Programming**
 7. Provide data to club leaders on alumni demographics – **Development/Office of Alumni Affairs**
 8. Determine what to measure in terms of engagement – **Development/Office of Alumni Affairs**
 9. Analyze system data in light of goals – **Development/Office of Alumni Affairs**
 10. Create plan for additional future resource needs to accomplish steps 1-4 – **Development/Office of Alumni Affairs**
 11. Each club will make best efforts to include one project or event in their programming each year that involves Tulane alumni in service to their local communities – **Community Outreach & Tulane Clubs Committees/Office of Alumni Affairs**
 12. Promote and support Tulane Empowers initiative by aligning TAA with individuals and groups seeking to create positive change – **Office of Alumni Affairs/Community Outreach**
 13. Continue to identify and recognize outstanding alumni with annual awards – **Office of Alumni Affairs/Awards**

Initiative: Connecting With Students

Goals: Teach Tulane for Life to all students
Teach a culture of philanthropy
Enhance student life after college
Keep the TAA fresh and relevant

- Action Steps:**
1. Have the TAA participate in orientation and move-in day – **Office of Alumni affairs/Student Outreach**
 2. Involve alumni with students and parents during Homecoming weekend – **Office of Alumni affairs/Student Outreach/Programming**
 3. Involve more student leaders in TAA meetings and activities – **Office of Alumni affairs/Student Outreach/Programming**
 4. Create a “Tulane for Life” induction tradition – **Office of Alumni Affairs/Student Outreach**
 5. Help re-create the tradition of an annual class gift to the university – **SAA/Facilities (physical gift to campus upon graduation)**
 6. Assist Career Services in industry-specific resume reviews and mock interviews – **Office of Alumni affairs/Student Outreach/Hire Tulane/Schools**
 7. Offer leadership training to student class leaders – **Student Outreach/SAA/office of Alumni Affairs**



8. Alumni club leaders learn how to qualify potential donors – **Development/Tulane Clubs**
9. Create a culture of giving – **Development/Student Outreach/Center for Engaged Learning and Teaching**
10. Hold focus groups and surveys for students – **Marketing/Communications/Student Outreach**
11. Have the TAA participate in orientation and move-in day – **Office of Alumni affairs/Student Outreach**