

*California State University Channel Islands*  
**Alumni & Friends Association**  
**Strategic Plan**  
**3-Year Plan**  
Updated as of 5/31/06

**The Mission of the University**

Placing students at the center of the educational experience, California State University Channel Islands provides undergraduate and graduate education that facilitates learning within and across disciplines through integrative approaches, emphasizes experiential and service learning, and graduates students with multicultural and international perspectives.

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**The Mission of the Division of University Advancement**

Placing students at the center of the educational experience, the Division of University Advancement supports and enhances student learning, faculty development, campus infrastructure and scholarly programs through effective strategies in institutional funding, special events, community, government and alumni relations.

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**The Mission of the Alumni & Friends Association**

The mission of the California State University Channel Islands Alumni & Friends Association is to create tradition, foster loyalty, and enhance relationships among University students, alumni, faculty, staff and friends.

**The General Strategy (Next 2-5 years) of the University**

1. Encourage and support learning through teaching, inquiry, scholarly and creative activities.
2. Provide community access to University resources
3. Earn WASC accreditation
4. Develop academic programs as well as support organizations and physical facilities
5. Promote University Advancement

**The General Strategy (3.5 years – End of FY2004-2005 thru FY2007-2008) of the Alumni & Friends Association**

The Alumni & Friends Association will increase its current membership while defining its organizational structure thus developing a healthy, functional, and efficient organization. The Association will create programs that fully reflect its mission to offer CSUCI alumni, students and friends valuable benefits and continue to support the University in advocacy efforts and financial support. Assessment will be clearly outlined and alignment with missions of the University, University Advancement, and Alumni & Friends Association will be easily measurable.

1. Promote membership
2. Design and maintain quality operations
3. Create innovative and broad-based programs
4. Partner with University in advocacy efforts
5. Evaluate through on-going assessment

**Strategic Goals FY04-05 thru FY07-08**

**Goal 1:** Increase Alumni & Friends membership (382) by 15% in FY2005-2006 (439); increase 15% in FY2006-2007 (512); and increase 15% in FY2007-2008 (589) while further developing membership benefits. Percentage increase will be predominantly recent graduates. (Figures based on projected enrollment figures from CSUCI Enrollment Services and on research received from other newly formed CSU Associations.) Begin with 382 from 04/05. Ended 2005-2006 at 449; goal met.

<u>Objectives:</u>	<u>Responsible Committee</u>
<b>1.1</b> Create Membership Committee	Executive
<b>1.2</b> Recruit, build, and maintain membership base	
<b>1.2a</b> Target Recent Graduates	Membership
<b>1.2b</b> Identify Prospective Friends	Membership
<b>1.2c</b> Involve Current Students	Community Events & Programs
<b>1.2d</b> Alumni Non-Members Campaign	Membership
<b>1.3</b> Retention & renewal of current members	Membership
<b>1.4</b> Develop New Membership Benefits (at least 2 per year)	Membership

**Strategic Goals FY04-05 thru FY07-08**

**Goal 2:** Develop and maintain an Alumni & Friends mission-centered organization, in which the Board creates, reviews, approves, adopts and disseminates a Constitution, Bylaws, University MOU, and Strategic Plan and effectively designs an appropriate operations structure.

<b>Objectives:</b>		<b>Responsible Committee</b>
<b>2.1</b>	Define Organizational Structure and Function	Strategic Planning
<b>2.2</b>	Develop Finance Plan	Budget and Revenue
<b>2.3</b>	Design Communication and Marketing Plan	Communications and Marketing
	<b>2.3a</b> Create evaluation tool to measure plan	
<b>2.4</b>	Develop yearly calendars for Programs and Communication pieces.	Programs Committee & Communications and Marketing

**Strategic Goals FY04-05 thru FY07-08**

**Goal 3:** Develop programs that reflect the University and Alumni & Friends missions. Offer members beneficial activities in career development, providing alumni connectivity back to the University, while also producing community outreach and fundraising opportunities and assisting in meeting Association membership goals.

<b>Objectives:</b>	<b>Responsible Committee</b>
<p><b>3.1</b> Identify programs to attract all members</p> <ul style="list-style-type: none"> <li>• Alumni</li> <li>• Current Students</li> <li>• Friends</li> </ul>	<p>Community Events &amp; Programs</p>
<p><b>3.2</b> Develop programs and events to link alumni to career advancement &amp; development opportunities</p>	<p>Community Events &amp; Programs</p>
<p><b>3.3</b> Alumni Connections</p> <p style="margin-left: 20px;"><b>3.3a</b> Chapters</p> <p style="margin-left: 20px;"><b>3.3b</b> Communications</p> <p style="margin-left: 20px;"><b>3.3c</b> Programs &amp; Events</p>	<p>Community Events &amp; Programs and Communications &amp; Marketing</p>
<p><b>3.4</b> Develop Student Alumni Group</p>	<p>Community Events &amp; Programs</p>
<p><b>3.5</b> Fundraising</p> <p style="margin-left: 20px;"><b>3.5a</b> Create Fundraising Committee</p> <p style="margin-left: 20px;"><b>3.5b</b> Design goal, vehicle, and time line</p>	<p>Community Events &amp; Programs Membership</p>

**Strategic Goals FY04-05 thru FY07-08**

Goal 4: Support the CSU System and CSUCI in its advocacy agenda.

<u>Objectives:</u>	<u>Responsible Committee</u>
<b>4.1</b> Staff to provide regular legislative updates to Board at quarterly meetings	University Staff, with Board Support
<b>4.2</b> Board President Attends yearly CSU Legislative Days -	University Staff, Board Support
<b>4.3</b> Assist University in letter writing campaigns and/or other means of advocacy as needs arise	University Staff, with Board support
<b>4.4</b> Provide legislative awareness and updates at Annual Membership Meeting	University Staff, with Board Support
<b>4.5</b> Provide “CSU Working for California” campaign messages through the e-newsletter and other communication opportunities	University Staff, with Board Support

**Strategic Goals FY04-05 thru FY07-08**

**Goal 5:** Create an effective assessment structure for the Alumni & Friends Association.

<u>Objectives:</u>	<u>Responsible Committee</u>
<b>5.1</b> Conduct Annual Review	Executive Committee with Strategic Plan Committee
<b>5.2</b> Create mechanism to respond to results of Annual Review	Executive Committee
<b>5.2a</b> Ensure strategic plan aligns with University Mission	Strategic Plan Committee
<b>5.3</b> Produce Event Reports to assess purpose, goals, and outcomes	University Staff, with Community Events & Programs Committee Support
<b>5.4</b> Produce Annual Financial Reports	University Staff with Budget & Revenue Committee Support

\*See addendum for detailed action plan.

\*\* *Note this is an evolving document that can be amended by Board recommendation.*