Vision: Enrich the lives of alumni and friends by helping them establish lifelong relationships with MSUM and with each other.

Mission: Engage alumni and friends in the life, promotion and advancement of MSUM.

To accomplish our mission we will:

- Respect, inform and involve alumni and friends as vital stakeholders in the University.
- Acknowledge and involve alumni and friends in the work of the University, representing their interests.
- Treat personal information provided by alumni and friends in a professional and confidential manner at all times.
- Recognize alumni and friends contributions of time, talent and treasure.
- Inform alumni and friends about the University and the Alumni Foundation mission, goals, programs and achievements.
- Ensure the mission, goals, and programs of the Alumni Foundation compliment those of the University.
- Encourage alumni and friends to support and participate in the activities of the Alumni Foundation and the University.
- Encourage alumni and friends to serve as ambassadors of MSUM in their community.

Our primary goal for any interaction or event is to connect with our alumni and enhance their relationship with the University and with each other. Our core work is to manage relationships, tell the story of MSUM, engage alumni, and be good stewards of our resources.

Strategic Initiatives

I. BUILD SPIRIT DE CORPS WITHIN THE COMMUNITY OF ALUMNI AND FRIENDS BY ACTIVELY AND MEANINGFULLY ENGAGING GRADUATES IN THE LIFE OF THE UNIVERSITY AND WITH ONE ANOTHER.

A. Develop the University presence among alumni where they live and work.
   Examples:
   - Reunions and alumni travel
   - Meet the President events
   - Homecoming events
   - Distinguished alum banquet

B. Bring alumni to the campus
   Examples:
   - Straw Hat
   - Homecoming
   - 4th of July events
• Distinguished alum awards (Including – Hall of Fame, Business awards, etc.)
• Founders Week events

C. Expand communication with alumni to keep graduates informed about institutional issues and opportunities and to instill pride in them for the University. Examples:
• Alumnews
• E-newsletter
• Dept. newsletters
• Special communication throughout the year

Measurements:

• Growth in annual participation at events
• Number of alumni who return to campus for events
• Growth in percent of class members participating in reunions
• Growth in number of readers of E-news
• Growth in travel program participants
• Number of discovery visits noted for follow up after events

II. MOTIVATE, FACILITATE AND LEAD ALUMNI AND FRIENDS SUPPORT OF MSUM IN ALL FORMS.

A. Identify, cultivate, and coach talented, successful alumni to serve as volunteer leaders for the Alumni Foundation and for the University.

Measurements:

• Number of alumni volunteers (i.e. Alumni Relations Committee, Dragon Fire Committee, Board of Directors)
• Number who participate in planned events
• Number who are guest lecturers, volunteer at the student academic conference, etc.

III. BUILD RELATIONSHIPS WITH STUDENTS BY SUPPORTING THEIR MSUM EXPERIENCE AND INTRODUCE THEM TO OPPORTUNITY FOR LIFE LONG INVOLVEMENT WITH MSUM AND THE ALUMNI FOUNDATION.

A. Increase support for students by growing the Alumni Foundation scholarship funds and bringing together student recipients with donors.

B. Develop relationships with student leaders on campus.

C. Connect alumni to students for purpose of mentoring.

D. Explore creating a student alumni association.

E. Career Networking
F. Be present at orientation, finals time, Dragons After Dark, pre-graduation events and graduation – offer new graduates insurance products.

G. Teach students about MSUM’s heritage and traditions as well as the opportunity for involvement with the University after graduation at every opportunity.

Measurements:

- Growth of annual scholarship dollars awarded to students
- Regularity of interaction with student leaders
- Number of contacts made with new students throughout the year
- Number of seniors attending pre-graduation events

IV. MAKE THE ALUMNI FOUNDATION AN EVEN MORE INTEGRATED AND INDISPENSABLE PART OF THE UNIVERSITY.

A. Emphasize the strategic priorities of the University in Alumni Foundation communication. Distribute University information pieces at all events.

B. Work closely with Deans, dept. chairs and faculty. Assign fundraiser to each Dean and the Athletic Director.

C. Be the connection for alumni to the University and the University to alums.

D. Enhance Collaboration across the campus with the Athletics Dept., student life, admissions and the colleges.

E. Ensure alumni are recognized as a vital part of the University Community. (i.e. poster boards, newspaper ads, success stories in all our communications.)

F. Relocate to a visible campus location.

Measurements:

- Number of website visits and calls to Alumni Foundation annually
- Number of scheduled meetings with the Deans and Athletic Director
- Number of collaborative programs developed
- Number of alumni who participate in student activities (i.e. guest lectures, etc.)

V. STRENGTHEN THE ALUMNI RELATIONS COMMITTEE AND BOARD VOLUNTEERS.

A. Attract volunteers and professionals for the team and retain their active participation and investment in the program.

B. Increase the total number of volunteers.

C. Develop strategic partnerships on campus to better serve the alumni and the University.
D. Use technology and best practices to insure operations are maximizing efficiency and the alumni database is rich in content.

Measurements:

- Growth in number of alumni relations committee members
- Survey volunteers annually for feedback on their participation
- Growth in the number of usable alumni email addresses
- Track number of programs and events created and executed in partnership with other campus entities
- Implement the event tab in Raiser's Edge