The University of Arizona Alumni Association

Strategic Plan

Approved — June 8, 2012

Vision

Advancing the University of Arizona by connecting, engaging, and nurturing Wildcats for life.

Mission

As a committed partner with the University of Arizona, we nurture lifelong relationships with and among current and future Wildcats while offering relevant and customer-focused programs that generate support and loyalty to the University.

I. Connect alumni to the University and each other through meaningful programming and effective communications.

   a) Be the primary facilitator for networking and connections among alumni.
   
   b) Maximize campus partnerships to create engagement opportunities which connect alumni to the UA through service, educational opportunities, and other programs of interest.
   
   c) Keep alumni connected, engaged, and informed in the activities and accomplishments of the University using multichannel communications.
   
   d) Activate and empower a national and international network of alumni to serve as ambassadors, advocates, and supporters of the University and its mission, vision, values, and goals.
   
   e) Serve as the primary campus resource for stewarding alumni connections to campus via a “gateway online resource guide.”
   
   f) Provide welcoming Alumni Association’s on-campus facilities and become the “on-campus destination” for our alumni and friends.
   
   g) Utilize an entrepreneurial approach and sound financial decision-making across all revenue sources in order to build the strong sustainable financial foundation needed to deliver programs, products and services to constituents.

II. Engage students through meaningful programming that fosters loyalty and enthusiasm for lifelong support of the University.

   a) Work with campus partners to create student programming that provides significant value to the undergraduate experience.
   
   b) Through consistent and regular marketing, messaging, and contact — build tradition, pride, and commitment to being a Wildcat for Life during the life cycle of the student, culminating in Wildcat for Life membership.
c) Leverage alumni networking by connecting students and alumni through networking and celebratory events.

d) Enhance scholarship program via resource guide and impact stories on the web and in the magazine.

e) Support student organizations that build awareness and support University heritage and traditions.

III. Cultivate lifelong commitment and engagement to the University and build a vibrant alumni community through effective utilization of chapters, clubs and sustainable membership programming.

   a. Increase membership through exceptional service and indispensable value, resulting in a stable and reliable source of funding for the UAAA.

   b. Build a community of dedicated, supportive alumni while enhancing UAAA brand strength and relevance at the University.

   c. Create a successful giving program and culture of alumni giving to the University.

   d. Through regular communications, research, and analysis develop unique programming and services that meets the interests of members.

   e. Expand membership using established chapter, club, and college networks.

IV. Create “community networks” through effective communications, backed by a robust technology infrastructure which supports data-driven decision making.

   a. Create and deliver targeted messaging by developing a clear understanding of multi-faceted alumni audience’s communication interests and preferences.

   b. Engage alumni by sharing stories and making connections that develop pride and create community through integrated communications.

   c. Create brand identity for the Alumni Association that sets us apart by engaging and inspiring alumni, highlighting alumni successes, making connections, building pride around University accomplishments, and demonstrating organizational value.

   d. Manage University alumni communications in order to maximize connections, ensure consistency, streamline costs, and increase effectiveness.

   e. Enhance UAAA’s print and e-assets to provide additional revenue sources.