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
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