The Tulane Alumni Association creates opportunities that connect alumni, foster loyalty to the university, and enhance the lifelong Tulane experience.

**Initiatives**

- **Connecting with Alumni**
  - Action Steps:
    - Partner with Career Services to create career panels, student internships, and assist with job placement
    - Send letters to graduates within 60 days
    - Club Presidents and Board help locate alumni
    - Increase attendance at events

- **Building and Rebuilding the TAA Image**
  - Action Steps:
    - Increase number of “touches” from 10K to 20K
    - Create live stream “did you know . . .” videos
    - Organize a National Day of Service

- **Developing Volunteer Leadership**
  - Action Steps:
    - Review club presidents handbook and provide consistent training for new presidents
    - Clubs understand TAA mission, annual gift and meeting participation expectations
    - Re-institute coordinator travel to the clubs

- **Finding Resource Support and Funding for Programs**
  - Action Steps:
    - Sustain club event self-sufficiency
    - Target events for sponsorship and fundraising
    - Have a consistent voice regarding board giving

- **Connecting with Students**
  - Action Steps:
    - Pursue info on best practices from 5 peer schools
    - Increase number of Hometown Parties
    - Develop unique programs for each class level
    - Create “did you know” brochure for students

**Action Steps**

**Mission**

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