

LBJ School Alumni Board Strategic Plan

Vision/Mission: Grow and Maintain a Vibrant LBJ Alumni Community

Strategies:

- Raise the awareness of LBJ Alumni chapters and related networks
- Use data to inform, determine and act on alumni programs and priorities
- Encourage opportunities for face-to-face and online networking

Goal 1: Facilitate LBJ Alumni Outreach and Communication

Strategies:

- Build a network of class and regional alumni ambassadors
- Provide timely information about School events and alumni group activities
- Encourage class reunions
- Communicate student, alumni, and faculty activities and achievements
- Create opportunities for interaction between alumni, faculty and administration
- Encourage opportunities for face-to-face and online networking
- Facilitate establishment and awareness of alumni groups and chapters

Goal 2: Support LBJ Alumni Career Development

Strategies:

- Encourage opportunities for face-to-face and online networking
- Develop programs for alumni involvement (e.g. mentoring, recruiting, etc.)
- Provide tangible resources and information from alumni to students/alumni
- Create opportunities for interaction between alumni, faculty and administration
- Facilitate establishment of alumni policy groups

Goal 3: Enhance Recognition of LBJ Alumni

Strategies:

- Review and revise Distinguished Public Service Award criteria as needed
- Review and revise Rising Leader Award criteria as needed
- Communicate student, alumni, and faculty activities and achievements

Goal 4: Create a Culture of Giving Among LBJ School Alumni

Strategies:

- Educate LBJ alumni about why development is important
- Develop alumni “ask” strategies in concert with LBJ School development staff
- Share how development funds are used (e.g. student success stories)
- Encourage alumni affinity group giving

*Originally approved by the LBJ School Alumni Board on April 12, 2014.
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