

# **LBJ School Alumni Association Strategic Plan**

*Approved by the LBJ School Alumni Board on April 12, 2014*

## **Goal 1: Build a Vibrant LBJ Alumni Community**

### ***Strategies:***

- Encourage Class Reunions
- Integrate LBJ Policy Centers into Reunion Weekend Activities
- Raise the Awareness of LBJ Alumni Chapters and Related Networks
- Facilitate the Establishment of Alumni Policy Groups
- Solicit Feedback from Alumni Regarding Programs and Priorities
- Encourage Opportunities for Face-to-Face and Online Networking

## **Goal 2: 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
- 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 of Alumni Groups and Chapters

## **Goal 3: 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 Groups and Chapters

## **Goal 4: Enhance Recognition of LBJ Alumni**

### ***Strategies:***

- Review and Revise DPSA Criteria
- Develop Young LBJ Alumni Award Criteria
- Institute an "Alumni Profile" Program
- Communicate Student, Alumni, and Faculty Activities and Achievements

## **Goal 5: 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 Development Staff
- Share How Development Funds are Used (e.g. Student Success Stories)
- Encourage Alumni Affinity Group Giving