



Alumni Association Strategic Plan

July 1, 2019 – June 30, 2022

Striving to engage alumni in a mutually beneficial lifelong connection with Bucks County Community College.

Focus Area	Strategic Priority	Goals	Objectives
<i>AUMNI INVOLVEMENT Part 1</i>	Increase the engagement of those alumni who are already engaged to some degree	<ul style="list-style-type: none"> • Increase volunteer participation (from 0.4% to 0.6%) • Increase event attendance (from 0.4% to 0.6%) • Increase financial contributions (60 new alumni donors) 	<ul style="list-style-type: none"> • Expand the involvement of alumni already engaged by increasing their event attendance, volunteer time, and ultimately financial support • To build awareness of the Alumni Association and increase the engagement of alumni with the college and with one another. • Provide opportunities for Alumni to connect with each other • Continue recognition of Alumni through various awards programs and various media • Strive for diversity among Alumni Council members
<i>ALUMNI INVOLVEMENT Part 2</i>	Increase the engagement of those alumni who have been previously tagged as unreachable	Determine the real number of "unreachable".... <ul style="list-style-type: none"> • Increase volunteer participation • Increase event attendance • Increase financial contributions (30 new donors) 	<ul style="list-style-type: none"> • To have more alumni who were previously unreachable to the College demonstrate their engagement by having more of this group attend events, volunteer time, and ultimately financial support. • Same objectives as above • Educate as to what constitutes being an alum
<i>COMMUNITY</i>	Create and implement an outreach strategy to raise the awareness of the Alumni Association across the campus community	To connect all faculty and staff with the Alumni Association and alumni Measurement form: annual survey	<ul style="list-style-type: none"> • Have all faculty and staff be aware of the Alumni Association and what it does • Understand how the Association can help and assist them in doing their jobs • Have all faculty and staff understand what a connected alumni base means for the sustainability of BCCC • Improve the Alumni Association's positioning on College website • Have alumni represented and involved in college events
<i>STUDENTS</i>	Increase the connection between current students and the Alumni Association	To increase the engagement between the Alumni Association and current students Measurement form: annual survey	<ul style="list-style-type: none"> • Raise current students' awareness of the roles alumni play in the vibrancy and sustainability of the College • Take an active role in student programs and activities that will build the Alumni Association brand awareness