## Alumni Association Strategic Plan

**July 1, 2022 – June 30, 2025**

### Mission: Striving to engage alumni in a mutually beneficial lifelong connection with Bucks County Community College

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| **Professional Development**        | Bridge the relationship with alumni and the Student Center for Employment & Career Development | Increase the number of alumni who participate in events and activities and who volunteer in alumni and student events and activities through professional development and career development. | • Build awareness of career service benefits to alumni  
• Provide opportunities for alumni to connect with one another through LinkedIn, meet-ups, and events, i.e., Career Fairs, centered around career fields  
• Provide free or low-cost professional development to alumni; life skills training opportunities to young alumni |
| **ALUMNI INVOLVEMENT (Active)**     | Increase the engagement of those alumni who are already engaged to some degree     | Increase volunteer participation (determine percentage)  
Increase event attendance (determine percentage)  
Increase financial contributions (determine a # of new alumni donors)  | • 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  
• Continue offering Alumni Completion Scholarship and opportunities for alumni to assist in reviewing scholarship applications  
• Strive for diversity among Alumni Council members |
| **ALUMNI INVOLVEMENT (Inactive)**   | Increase the engagement of those alumni who have been previously tagged as unreachable | Determine the real number of “unreachables”  
Educate as to what constitutes being an alum  
Increase volunteer participation (determine percentage)  
Increase event attendance (determine percentage)  
Increase financial contributions (determine # of new donors)  | • 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 |
| **COMMUNITY**                       | 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 | • Have all faculty and staff be aware of the Alumni Association & what it does  
• Understand how the Association can help and assist 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 at college events |
| **STUDENTS**                        | Increase the connection between current students and the AA                         | To increase the engagement between the Alumni Association and current students | • Raise current students’ awareness of the role’s alumni play in the vibrancy and sustainability of the College  
• Take an active role in student programs and activities, i.e., Student Gov’t, which will build the Alumni Association brand awareness |