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.

<table>
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<th>Focus Area</th>
<th>Strategic Priority</th>
<th>Goals</th>
<th>Objectives</th>
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| **ALUMNI INVOLVEMENT** Part 1 | Increase the engagement of those alumni who are already engaged to some degree | • 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) | • 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 |
| **ALUMNI INVOLVEMENT** Part 2 | Increase the engagement of those alumni who have been previously tagged as unreachable | Determine the real number of “unreachable”…  
• Increase volunteer participation  
• Increase event attendance  
• Increase financial contributions (30 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.  
• Same objectives as above  
• Educate as to what constitutes being an alum |
| **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 Measurement form: annual survey | • 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 |
| **STUDENTS** | 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 | • 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 |