



# Bowie State University National Alumni Association

**STRATEGIC PLAN**  
**JULY 1, 2020 - JUNE 30, 2022**

# Strategic Goals

**01 Enhance Student Experience to Produce Vested Alumni**

**02 Implement Nonprofit Best Practices to Enhance Association Processes**

**03 Promote a Comprehensive and Intentional Approach to Alumni Engagement**

**04 Celebrate the Legacy of Our Alumni**

**05 Increase Our Relevance and Impact Through Philanthropy**

**06 Re-engage Our Community to Revitalize Our Civic Engagement**



## Goal 1

# Enhance Student Experience to Produce Vested Alumni

Bowie State University National Alumni Association will work collaboratively with students matriculating at Bowie State University to enhance their student experience through mentorship and student engagement.



## OBJECTIVES

01

Develop programs that engage students early and often throughout their matriculation

02

Engage students as early as they are accepted to the University

03

Identify special demographic to engage

04

Participate in traditional events with students to create lasting and impactful memories

05

Provide a pipeline of internship opportunities for alumni that are business owners

## Goal 2

# Implement Nonprofit Best Practices to Enhance Association Processes

Bowie State University National Alumni Association will implement automated processes that will provide seamless integration between administrative and back-office processes.

## OBJECTIVES

### 01

Review and enhance business processes to ensure adherence to federal and state guidelines.

### 02

Document and implement finance processes that are used to govern the Association.

### 03

Implement an Association Management System that integrates Membership, Donor Management, Event Management, Finance Management, etc.

### 04

Improve the end-to-end tracking of the Association's membership roster



## Goal 3

# Promote a Comprehensive and Intentional Approach to Alumni Engagement

Bowie State University National Alumni Association will rollout groundbreaking programs and initiatives that will promote progressive and consistent alumni engagement.

## OBJECTIVES

- 01** Develop outreach programs that will engage alumni of varying demographics
- 02** Establish and cultivate relationships with awardees from past Scholarship Galas
- 03** Establish partnerships with alumni that are business owners
- 04** Recruit alumni to serve on committees that will eventually become the pipeline for officers of our Association
- 05** Launch membership drives to attract new members
- 06** Provide incentives to convert annual members to lifetime members
- 07** Assist Chapters with growing their membership
- 08** Expand our social media presence on Twitter, Instagram, and YouTube
- 09** Develop social media strategy that will drive engagement and increase giving
- 10** Highlight and promote alumni through social media

## Goal 4

# Celebrate the Legacy of Our Alumni

Bowie State University National Alumni Association will celebrate the legacy of trailblazers that have invested their time, talent, and treasure to our beloved Alma Mater.



## OBJECTIVES

Establish scholarships in the name of alumni that have invested their time, talent, and treasure to BSUNAA

Recognize alumni by granting resolutions and citations to honor their legacy

Establish awards and commendations in the name of alumni that have invested their time, talent, and treasure to BSUNAA

Establish events in honor of alumni that have invested their time, talent, and treasure to BSUNAA

## Goal 5

### OBJECTIVES

- 01 Produce a renewed culture of philanthropy that will excite our constituents by launching innovative programs that will quantify the value and impact of our giving
- 02 Launch a fundraising campaign that will exceed all previous goals
- 03 Increase the number of BSUNAA scholarships awarded
- 04 Apply for grants that will bolster the mission and vision of the Association
- 05 Establish strategic partnerships with corporations and donors that supports our mission



## Increase Our Relevance and Impact Through Philanthropy

Bowie State University National Alumni Association will attract donors and sponsors by demonstrating the impact of their philanthropic support of our Association.

## Goal 6

# Re-engage Our Community to Revitalize Civic Engagement

Bowie State University National Alumni Association will work with local municipalities, County Government, and State Government to be an advocate for the University and champion social causes that impact our community

## OBJECTIVES

### 01

Establish strategic partnerships with local municipalities, County Government, and State Government

### 02

Serve as an advocacy group for the University

### 03

Work collaboratively with community-based advocacy groups to champion social causes that aligns with our mission

### 04

Identify a social cause initiative to champion and develop an implementation plan that the Association will support







# Any Question?

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