

# HUAC GWDC Strategic Plan

**Second Year of Three Year Plan-2019-2020**

January 27, 2020

# Vision

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The Howard University Alumni Club of Greater Washington, DC serves to inspire and engage alumni to cultivate a lifetime of loyalty, commitment and service to Howard University, the capstone of higher education.



# Guiding Principles

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***S<sup>3</sup>=Spirit + Service + Scholarship***

## **Spirit**

To always carry the school spirit of Howard University wherever we go and let our Howard Pride manifest itself through our walk and talk as we lead others

## **Service**

To always give of ourselves, our gifts and talents, time, and finances to the university, students, alumni, and community

## **Scholarship**

To always promote, encourage, cultivate and support the scholarly pursuit of academic success at Howard University

# Engagement

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## Goal 1. Develop and implement an array of rewarding programs and activities that increase overall alumni engagement and giving to the University.

- Objective 1. 1: Develop and cultivate loyalty, tradition, and foster mutually beneficial lifelong relationships between Board of Trustees, Administrators, Faculty, Alumni, Students, and Friends of the university family.
- **Objective 1.2:** Identify university and community programs to engage alumni in the intellectual, cultural, sports and other numerous opportunities available.
- **Objective 1.3:** Increase membership enrollment, participation, and support.

# Strategies

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## Goal #1

- Ensure good communications, build relationship and partner between alumni, the Board of Trustees, Administrators, Faculty, Staff, Students, Partners, and Friends -B
- Welcome new alumni to our club -C
- Implement Awards Program –Did not happen
- Partner with Bison Express, Fine Arts, Alumni Relations, Office of the Provost, etc.-B
- Partner with faculty- C
- Identify & increase membership benefits-C
- Distribute brochures and other promotional material- Did not happen
- Plan for fun, relaxing, educational programs -B
- Provide networking opportunities, **membership directory**, promote and support alumni businesses- C

# New Strategies for 2019-2020- Goal #1- Engagement

NEW SLIDE

- ❑ Build relationships with the Board of Trustees, Administrators, Faculty, Senate, staff, and students- **University Relations Committee** ★
- ❑ Implement Awards Recognition Program for work in the club, university, career, and community– **Awards Committee** ★
- ❑ Identify & increase membership benefits – **Membership Committee** ★
- ❑ Distribute brochures and other promotional material-**Infrastructure Committee** ★
- ❑ Produce a Membership Directory-**Membership/Infrastructure Committee** ★



# Students

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## **Goal 2: Cultivate a Relationship between Students and Alumni Through Consistent Engagement.**

- Objective 2.1: Strengthen relationships with student leaders and organizations to identify opportunities for the club to connect to students and the university.
- Objective 2.2: Provide a formalized mentorship program through our Backpacks to Briefcases, Oratorical Contest and other activities designed to give students an edge when entering the work force or working for themselves.

# Strategies

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## Goal #2

- Identify and strengthen relationship with student leaders and organizations- **A**
- Identify mentorship programs that alumni can volunteer- **Did not happen**
- Increase freshmen participation at freshmen sendoff and periodically invite them to club meetings –**B-**
- Implement the Student Oratorical Contest –**A+**
- Increase the number of scholarships to 4 for a total of \$8,000 –**A**
- Expand the Backpacks 2 Briefcases Program –**A+**



# New Strategies for 2019-2020- **Goal #2** **Students**

NEW SLIDE

- ❑ Identify mentorship programs that alumni can volunteer-  
**Scholarship/Student Recruitment & Support Committee** ★
- ❑ Increase the number of scholarships to 4 for a total of \$10,000-  
**Scholarship Committee/Fundraising Committee** ★

# Sustainability

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## **Goal 3: Partner with University and Community Entities to generate revenue to support the sustainability of the Alumni Club & the University**

- Objective 3.1: Grow the GWDC budget to \$50,000 per year
- Objective 3.2: Develop a strategy to increase alumni giving to the university

# Strategies

## Goal #3

- Identify, make contact, and develop relationships with non-profits and profits to secure funding for alumni club and programs -B
- Develop a comprehensive sponsorship package- B
- Obtain sponsorship and services for club & members -B
- Identify at least 5 additional revenue streams such as ads, sales, pledges, etc., annually- **Did not happen**
- Support the University Fundraising goal by identifying the appropriate university entities and similar partners to develop revenue streams- **Did not happen**
- Work with the Division of Alumni Relations and HUAA on fundraising strategies-C
- Partner with the Planned Giving Department of Alumni Relations to increase “Legacy” donations- **Did not happen**

# New Strategies for 2019-2020- **Goal #3** **Sustainability**

NEW SLIDE

- ❑ Obtain sponsorship and services for club & members– **TAOI Committee /Fundraising Committee** ★
- ❑ Cultivate alumni donors to give above and beyond- **Scholarship Committee/Fundraising Committee/Enterprise Program Committee**
- ❑ Support the University Fundraising Goals by identifying the appropriate university entities and similar partners to develop revenue streams- **University Relations Committee/Fundraising Committee**
- ❑ Work with the Division of Alumni Relations and HUAA on Fundraising Strategies – **University Relations Committee**
- ❑ Partner with the Planned Giving Department of Alumni Relations to increase “Legacy Donations”- **Enterprise Programs Committee** ★

# Marketing

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**Goal 4: Develop and implement a comprehensive marketing strategy that increases our visibility, partnerships, and memberships on campus, within the community and the surrounding area.**

- Objective 4.1: Build brand awareness of the club's mission through a **comprehensive communications/public relations plan.**
- Objective 4.2: Enhance the club's website presence, leverage social media and other emerging technology to enhance the club's image and visibility.

# Strategies

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## Goal #4

- Integrate all social media and promotional material to inform the public, our stakeholders, partners, and members about our mission, vision, guiding principles, programs, events - **A**
- Create a logo that gives the local club branding and recognition-**A+**
- Upgrade or update website by creating a members only section & make other improvements to make the website **attractive-Did not happen**

# New Strategies for 2019-2020- **Goal #4** **Marketing**

NEW SLIDE

- ❑ Continue to build brand awareness of the club's mission through a comprehensive communication plan— **Executive Leadership Committee/Infrastructure Committee**
- ❑ Continue to integrate all social media and promotional material to inform the public, our stakeholders, partners, and members about our mission, vision, and guiding principles--**Executive Leadership Committee/Infrastructure Committee**
- ❑ Implement the enhancement of the club's website presence, leverage social media, and other emerging technology to enhance the club's image and visibility. – **Infrastructure Committee**
- ❑ Upgrade or update website by creating a members only section & make other improvements (refresh) to make the website attractive-**Infrastructure Committee** ★





# Next Steps

- Sept 2020: Revisit plan and evaluate progress