



Alumni Association Strategic Plan

2025 – 2029

MISSION

The Truman State University Alumni Association fosters and strengthens lifelong relationships with Truman through three pillars: connecting alumni to each other, connecting alumni to the University, and connecting others to the University.

VISION

Bulldogs Forever.

PURPOSE

This strategic plan outlines success goals and strategies for the National Alumni Association's Board of Directors. It guides programs, policies, initiatives, and resources to execute the mission for the next five years and beyond.

CONNECT ALUMNI TO EACH OTHER

GOAL #1

Enable a reliable, intuitive pathway for alumni to access comprehensive communication from the Association and all University departments.

STRATEGIES

- Establish a Communication Hub funneled through Alumni Relations that streamlines mass and targeted alumni communications and provides a central repository of alumni events and communications.
- Build user engagement with the Communication Hub through stakeholder training and alumni marketing.

MEASURES OF SUCCESS

- Alumni Board assesses 100% of current communication processes.
- At least 75% of the group piloting the Communication Hub finds the process efficient and effective.
- Communication Hub addresses at least 50% of communication-related needs identified from the 2022 Truman Alumni Relations Survey.
- Contributors to the Communication Hub increase at least 10% year over year.
- Event RSVPs from Communication Hub engagement increase at least 10% year over year.



CONNECT ALUMNI TO EACH OTHER

GOAL #2

Expand celebration of alumni accomplishments with a focus on service and leadership.

STRATEGIES

- Serve as ambassadors to reach out and recognize individual alumni for their achievements.
- Leverage new and existing programs that recognize alumni to communicate with a broader audience spanning alumni networks, current students, academic departments, and more.
- Use the Communication Hub to gather alumni recognition year-round, raise awareness of Alumni Association awards, solicit nominations, and honor award winners.

MEASURES OF SUCCESS

- Recognition of Association members and non-members is evenly balanced.
- At least two recognitions are submitted from outside the Alumni Board annually.
- At least 12 small wins are recorded annually.



CONNECT ALUMNI TO THE UNIVERSITY

GOAL #1

Increase alumni career and professional connection to the University by boosting collaboration with academic schools.

STRATEGIES

- Connect the Director of Internships with alumni in top-priority industries, as determined by the University.
- Collaborate with new staff at the Career Center to identify pathways for utilizing alumni volunteers.

MEASURES OF SUCCESS

- Increased number of Alumni Board communications with prospective employers.
- Increased number of referrals for alumni-based internships.
- Consistent year-over-year Alumni Board contributions to communication.

GOAL#2

Increase Alumni memberships annually.

STRATEGIES

- Support current chapters in promoting Association membership.
- Develop a communication plan that promotes the Association's inclusive structure to new prospective alumni chapter audiences.

MEASURES OF SUCCESS

- Increased Association memberships fiscal year over year.
- Higher membership growth rate for targeted demographic groups relative to the growth rate for the Association overall.

CONNECT OTHERS TO THE UNIVERSITY

GOAL #1

Engage alumni in building the base of Truman spokespeople in recruitment activities.

STRATEGIES

- Conduct outreach to alumni educators and guidance counselors to support recruitment of future Bulldogs.
- Collaborate with the Director of Internships to support internships and job shadowing that recruits future Bulldog employers.

MEASURES OF SUCCESS

- Increased alumni involvement in university activities, career expos, and networking events by 5% year over year.
- Increase the number of educator outreach events by 5% year over year.
- Increasing the number of participants in TruSpirit by 5% year over year.

GOAL#2

Strengthen the University brand and alumni pride among Truman legacies.

STRATEGIES

- Develop and promote University merchandise for legacy students.
- Develop communication plan for legacies that spans their student-to-alumni journey.

MEASURES OF SUCCESS

- Increased percentage of legacy enrollment.
- Increased number of Association memberships and event attendees who are legacy family members.
- Increased number of legacy families in communication with the Association.

ADMINISTRATION

GOAL #1

Develop a communication plan for the Association to increase membership.

STRATEGIES

- Develop an annual communication plan.
- Utilize the new Communication Hub to streamline and centralize implementation of the annual communication plan.

MEASURES OF SUCCESS

- Increased engagement with Association online.
- Increased Alumni Chapter membership.
- Increased attendance at in-person and virtual events.

GOAL#2

Create recruitment and training programs to support new and existing alumni leaders at all levels of the Association.

STRATEGIES

- Develop recruitment strategies for all elements of the Association.
- Revise existing training materials and develop new materials as needed.
- Develop and implement an alumni leader mentorship program.

MEASURES OF SUCCESS

- Increased engagement of alumni volunteers.
- Increased numbers of new volunteers.
- Increased retention of alumni volunteers.

