

National 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.

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.

VISION

Bulldogs Forever.

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.

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.

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 staff at the Career Center to identify pathways for utilizing alumni volunteers.

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.

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.

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.