

**The University of Arizona Alumni Association**  
**Strategic Plan**  
**Approved — June 8, 2012**

**Vision**

Advancing the University of Arizona by connecting, engaging, and nurturing Wildcats for life.

**Mission**

As a committed partner with the University of Arizona, we nurture lifelong relationships with and among current and future Wildcats while offering relevant and customer-focused programs that generate support and loyalty to the University.

**I. Connect alumni to the University and each other through meaningful programming and effective communications.**

- a) Be the primary facilitator for networking and connections among alumni.
- b) Maximize campus partnerships to create engagement opportunities which connect alumni to the UA through service, educational opportunities, and other programs of interest.
- c) Keep alumni connected, engaged, and informed in the activities and accomplishments of the University using multichannel communications.
- d) Activate and empower a national and international network of alumni to serve as ambassadors, advocates, and supporters of the University and its mission, vision, values, and goals.
- e) Serve as the primary campus resource for stewarding alumni connections to campus via a “gateway online resource guide.”
- f) Provide welcoming Alumni Association’s on-campus facilities and become the “on-campus destination” for our alumni and friends.
- g) Utilize an entrepreneurial approach and sound financial decision-making across all revenue sources in order to build the strong sustainable financial foundation needed to deliver programs, products and services to constituents.

**II. Engage students through meaningful programming that fosters loyalty and enthusiasm for lifelong support of the University.**

- a) Work with campus partners to create student programming that provides significant value to the undergraduate experience.
- b) Through consistent and regular marketing, messaging, and contact — build tradition, pride, and commitment to being a Wildcat for Life during the life cycle of the student, culminating in Wildcat for Life membership.

- c) Leverage alumni networking by connecting students and alumni through networking and celebratory events.
- d) Enhance scholarship program via resource guide and impact stories on the web and in the magazine.
- e) Support student organizations that build awareness and support University heritage and traditions.

**III. Cultivate lifelong commitment and engagement to the University and build a vibrant alumni community through effective utilization of chapters, clubs and sustainable membership programming.**

- a. Increase membership through exceptional service and indispensable value, resulting in a stable and reliable source of funding for the UAAA.
- b. Build a community of dedicated, supportive alumni while enhancing UAAA brand strength and relevance at the University.
- c. Create a successful giving program and culture of alumni giving to the University.
- d. Through regular communications, research, and analysis develop unique programming and services that meets the interests of members.
- e. Expand membership using established chapter, club, and college networks.

**IV. Create “community networks” through effective communications, backed by a robust technology infrastructure which supports data-driven decision making.**

- a. Create and deliver targeted messaging by developing a clear understanding of multi-faceted alumni audience’s communication interests and preferences.
- b. Engage alumni by sharing stories and making connections that develop pride and create community through integrated communications.
- c. Create brand identity for the Alumni Association that sets us apart by engaging and inspiring alumni, highlighting alumni successes, making connections, building pride around University accomplishments, and demonstrating organizational value.
- d. Manage University alumni communications in order to maximize connections, ensure consistency, streamline costs, and increase effectiveness.
- e. Enhance UAAA’s print and e-assets to provide additional revenue sources.