

Alumni Association Strategic Plan

July 1, 2022 – June 30, 2025

Mission: Striving to engage alumni in a mutually beneficial lifelong connection with Bucks County Community College

Focus Area	Strategic Priority	Goals	Objectives
<i>Professional Development</i>	Bridge the relationship with alumni and the Student Center for Employment & Career Development	<ul style="list-style-type: none"> • Increase the number of alumni who participate in events and activities and who volunteer in alumni and student events and activities through professional development and career development. 	<ul style="list-style-type: none"> • Build awareness of career service benefits to alumni • Provide opportunities for alumni to connect with one another through LinkedIn, meet-ups, and events, i.e., Career Fairs, centered around career fields • Provide free or low -cost professional development to alumni; life skills training opportunities to young alumni
<i>ALUMNI INVOLVEMENT (Active)</i>	Increase the engagement of those alumni who are already engaged to some degree	<ul style="list-style-type: none"> • Increase volunteer participation (determine percentage) • Increase event attendance (determine percentage) • Increase financial contributions (determine a # of new alumni donors) 	<ul style="list-style-type: none"> • To build awareness of the Alumni Association and increase the engagement of alumni with the college and with one another. • Provide opportunities for Alumni to connect with each other • Continue recognition of Alumni through various awards programs and various media • Continue offering Alumni Completion Scholarship and opportunities for alumni to assist in reviewing scholarship applications • Strive for diversity among Alumni Council members
<i>ALUMNI INVOLVEMENT (Inactive)</i>	Increase the engagement of those alumni who have been previously tagged as unreachable	<ul style="list-style-type: none"> • Determine the real number of “unreachables” • Educate as to what constitutes being an alum • Increase volunteer participation (determine percentage) • Increase event attendance (determine percentage) • Increase financial contributions (determine # of new donors) 	<ul style="list-style-type: none"> • To have more alumni who were previously unreachable to the College demonstrate their engagement by having more of this group attend events, volunteer time, and ultimately financial support
<i>COMMUNITY</i>	Create and implement an outreach strategy to raise the awareness of the Alumni Association across the campus community	To connect all faculty and staff with the Alumni Association and alumni	<ul style="list-style-type: none"> • Have all faculty and staff be aware of the Alumni Association & what it does • Understand how the Association can help and assist in doing their jobs • Have all faculty and staff understand what a connected alumni base means for the sustainability of BCCC • Improve the Alumni Association’s positioning on college website • Have alumni represented at college events
<i>STUDENTS</i>	Increase the connection between current students and the AA	To increase the engagement between the Alumni Association and current students	<ul style="list-style-type: none"> • Raise current students’ awareness of the role’s alumni play in the vibrancy and sustainability of the College • Take an active role in student programs and activities, i.e., Student Gov’t, which will build the Alumni Association brand awareness