



Strategic Plan 2015-2018

FAMU NAA, Washington DC Chapter

Executive Summary

The 2015-2018 Strategic Plan of the Florida A&M University National Alumni Association, Washington, DC Chapter provides a roadmap for the future of the preeminent Chapter in all of the Florida A&M University National Alumni Association (FAMU NAA). Over these next four years, we will focus on organizational growth and refinement, financial security, and increased engagement with all alumni. This strategic plan outlines eight key areas of improvement that are all designed to improve the Chapter's ability to be of service to Florida A&M University and its students.

Mission of the Chapter

The mission of the Washington, DC Chapter of the Florida A&M University National Alumni Association is to enhance and support the continued existence of Florida A&M University by: raising and giving funds to the University that will support its programs; recruiting students who will attend the University; recruiting alumni and others who will support the University and its goals through membership in the Chapter; doing those things that perpetuate a positive image of the Chapter and the University; and influencing community and governmental activities that will support the University's priorities.

Strategic Priorities

To achieve our mission, the Chapter has a four point program, FRIG - Fundraising, Recruitment, Image Building and Governmental Relations.

- **Fundraising** - The Chapter is involved in raising funds for the University and other activities to support the Chapter's programs.
- **Recruitment** - The Chapter is involved in recruiting students to attend Florida A&M University and reclaiming alumni to encourage them to become financial supporters of the National Alumni Association and the Chapter.
- **Image Building** - The Chapter annually participates in activities that bring visibility to and enhance the image of Florida A&M University in the greater metropolitan area.
- **Governmental Relations** - The Chapter keeps alumni abreast of issues in Florida, the U.S. Congress, and local communities that could impact the viability and growth of Florida A&M University.

Vision Statement

We envision the Chapter to be an organization which helps to establish lifelong bonds between local alumni and supporters who will strengthen and elevate Florida A&M University.

Target Audience Segments

Our objective is to ensure that Chapter programs and initiatives are designed to attract the diverse range of FAMU alumni among these primary audience segments:

1. Recent graduates (first ten years after graduation)
2. Working professionals
3. Active retirees

We define these audience segments based on demographics, including class year and behavioral characteristics.

SWOT (Strengths, Weaknesses, Opportunities, Threats) Analysis

Strengths

- Consistently been in the top five chapters for the past ten years with regards to paid membership in the NAA.
- High percentage of life members among our paid membership.
- Well-established and stable Chapter, our best practices are often modeled by other NAA Chapters.
- Established various methods of communication with members using state of the art technology.
- Consistently provide sizable donations and scholarship money to the University.

Weaknesses

- Demographic information about members and alumni in the area is not readily available.
- There are multiple lists with member information on it that are not reconciled.
- There is a perception that the Chapter does not have many programs that are geared towards younger alumni.
- There is a perception that the Chapter has an unfriendly and confrontational environment to new members.
- There are other local groups of FAMU alumni that get together that have limited interaction with the Chapter.

Opportunities

- There is a large number of alumni who work and live in the DC area who are not members of the Chapter.
- The alumni here have relatively higher incomes than alumni in other places allowing for more substantial fundraising.

Threats

- Philanthropic overload and competition for alumni talent, time, and treasure.
- There are not many programs in the Chapter geared towards younger alumni.
- The Chapter is viewed as having poorly defined goals.
- The Chapter is viewed as having an unfriendly and confrontation environment to new members.

Goals and Strategic Measures

Goal 1 - Increase the amount of money raised by the Chapter by 25% in the next three years

Rationale: Raising funds in the local Chapter is consistent with the Chapter mission. The Chapter mission states that it is actively “raising and giving funds to the University that will support its programs.” In the Chapter four point program listed underneath this mission, the first point is fundraising. The fundraising committee is primarily responsible for raising money for the Chapter. According to the Chapter bylaws in section VIII, part G, the fundraising committee “shall plan, develop, recommend and lead programs to increase the Chapter’s funds”.

Strategic Measures

- Develop, maintain, and improve programming efforts devoted to generating funds.
- Increase the number of participants involved in local fundraising efforts.
- Develop third party fundraising efforts.
- Develop and improve donation efforts.
- Increase the number of members in the local Chapter by at least 10%, annually.

Goal 2 - Recruit the best and brightest students to become students the University

Rationale: Recruiting students in the local Chapter is consistent with the Chapter mission. The Chapter mission states that it is actively “recruiting students who will attend the University.” In the Chapter four point program listed underneath this mission, the first portion of the second point is recruiting students. Although all members of the Chapter are encouraged to help recruit students, the student recruitment committee is primarily responsible for recruiting students to the University. According to the Chapter bylaws in section VIII part F, the student recruitment committee “shall actively seek opportunities to recruit qualified and talented students to attend the University.”

Strategic Measures

- Continue to participate in college recruitment fairs on behalf of the University.
- Develop and/or strengthen relationships with local schools.
- Offer sizable scholarships on the local level to entice high achieving students to attend FAMU.

Goal 3 - Increase the number of paid members in the local alumni association

Rationale: Reclaiming alumni in the local Chapter is consistent with the Chapter mission. The Chapter mission states that the Chapter is actively “recruiting alumni and others who will support the University and its goals through membership in the Chapter.” In the Chapter four point program listed underneath this mission, the second portion of the second point is recruiting students. Although all members of the Chapter are encouraged to help grow the membership of the Chapter, the membership committee is primarily responsible for increasing the number of paid members in the Chapter. According to the Chapter bylaws in section VIII, part E, the Membership Committee “shall develop, design, and recommend programs which will enhance the growth of the Chapter.”

Strategic Measures

- Increase the number of paid annual members by at least 10%, annually.
- Increase the number of paid life members by at least 10%, annually.
- Develop automatic renewal membership programs.
- Develop the methodology to reach local alumni who are not members to encourage them to join the alumni association.
- Quantify, maintain and improve the annual renewal rate.
- Develop new benefits, services, and programming to attract greater numbers of non-members into membership.

Goal 4 - Become more student-oriented and better engage younger alumni in the local Chapter.

Rationale: Becoming more student-oriented and more effectively engaging younger alumni is an extension of reclaiming alumni to the organization. By creating programming designed to appeal to current students and young alumni, the Chapter can potentially create long-lasting relationships between alumni and the local Chapter and with the FAMU NAA overall. By building relationships with current students at the University, we can potentially encourage students to become active alumni upon graduation.

Strategic Measures

- Develop programming of interest to current students and recent graduates.
- Create advisory group of recent graduates to offer feedback and suggestions for future Chapter efforts to reach that target demographic.
- Devise a strategy using social media and mobile technology to reach current students and recent graduates.

- Support DC Metro Club on campus financially and with local events designed for student/alumni interaction during breaks in the school year
- Create a system to routinely establish and maintain contact with DC area interns from FAMU

Goal 5 - Increase meaningful interaction between local alumni and the local alumni Chapter

Rationale: the Program and Strategic Planning committee will be primarily responsible for designing activities that will increase interaction between local alumni and the local Chapter. In the Chapter bylaws in section VIII, part A, the Program and Strategic Planning committee shall actively “submit annually, a one-year plan and a long-term plan, which outline programs for the success of the Chapter.”

Strategic Measures

- Quantify and increase the number of alumni we interact with at Chapter events.
- Quantify and increase the number of volunteers participating in Chapter events and community service events each year.
- Increase the number of people receiving Chapter emails.
- Increase the email opening rate to 35%.
- Quantify and increase the number of people on the voicemail service.
- Quantify and increase the number of people who subscribe to us on social media.
- Quantify and increase the number of people who visit the Chapter website.

Goal 6 - Improve the image of the Chapter and the University

Rationale: Image building in the local Chapter is consistent with the Chapter mission. The Chapter mission states that the Chapter is to be actively “doing those things that perpetuate a positive image of the Chapter and the University.” Although all members of the Chapter are encouraged to actively promote a positive image of the Chapter, the Communication Committee is primarily responsible for improving the image of the Chapter. According to the Chapter bylaws in section VIII, part I, the Communication Committee “shall promote the positive image of the Chapter.”

Strategic Measures

- Participate in more community service activities.
- Create annual document detailing Chapter accomplishments for the past year.

- Disseminate positive news about the University and local alumni to the local and national membership as well as the overall FAMU community.
- Develop comprehensive online platform which can include but is not limited to social media platform, Chapter website, mobile device optimized content, streaming meetings, monthly meeting documentation, etc.
- Collaborate with local HBCU alumni associations on social, fundraising, and community service efforts.

Goal 7 - Improve business practices of the Chapter

Rationale: Improving the business practices of the Chapter is an extension of improving the image of the Chapter and University as well as increasing the amount of money raised by the Chapter. As caretakers of the organization's financial well being, the executive board is primarily responsible for improving the business practices of the Chapter.

Strategic Measures

- Develop a members-only version of the Chapter website where members can post minutes and reports on the Chapter website, update their contact information online, remotely attend the meetings, sign up for the voicemail and email services, volunteer to participate in Chapter events, etc.
- Create clearly defined time delimited goals.
- Improve information transfer to appropriate people.
- Create an informed demographic breakdown of the membership.
- Regularly update contact list to remove disinterested parties.
- Improve the ease of feedback between alumni and the Chapter .
- Develop metrics that accurately determine meaningful interaction with local alumni.

Goal 8 - Continue to advocate local state and federal governments concerning legislation of interest to Florida A&M University

Rationale: Maintaining governmental relations in the local Chapter is consistent with the Chapter mission. The Chapter mission states that the Chapter is to be actively "influencing community and governmental activities that will support the University's priorities." The Governmental Relations Committee is primarily responsible for keeping alumni abreast of issues in Florida and the US Congress that could impact the viability and growth of Florida A&M University. According to the Chapter bylaws in section VIII,

part H, the Governmental Relations Committee “shall plan, develop, and implement programs to promote the University’s legislative agenda and establish rapport with local public officials to promote the positive image of the University.”

Strategic Measures

- Engage local and national government officials regarding FAMU related concerns.
- Inform membership of potential government action that positively or adversely affects FAMU.
- Be proactive in addressing pending legislation or action that positively or adversely affects FAMU.