

**TUAA Strategic Plan****6.30.2023****Vision**

A passionate global community of Owls, united by purpose and connected by pride.

Mission

Inspire pride, foster connections, strengthen community and build on our diverse experiences as Owls.

Guiding Principles

1. Promote lifelong engagement among Temple students and the alumni community.
2. Champion Temple's success, on Broad Street and beyond.
3. Foster a diverse, inclusive, accessible community for all.
4. Lead with purpose and innovate for the greater good of Temple University.
5. Cultivate philanthropic leaders to advance Temple's mission.

Priorities

Spirit, Pride and Celebration: Energize and mobilize alumni by honoring the traditions, accomplishments and achievements that are uniquely Temple.

1. Seek and showcase the successes, accomplishments and impact that Owls have at Temple, in their communities, and what makes them uniquely Temple Made.
 - Consistently feature and promote Temple Made alumni stories through various digital channels and touchpoints, including @Temple and Alumni News, TUAA social media channels and Temple Beyond.
 - Recognize and celebrate outstanding Owls through the Gallery of Success, 30 Under 30 and other awards programs.
 - Support Owl entrepreneurs through the Alumni Business Directory and the Temple Made Tuesdays social media campaign.
 - Owls are everywhere; instill increased regional pride through a comprehensive regional engagement strategy in high-density areas.
2. Bring students and alumni together around signature alumni traditions and programming.
 - Owls are invited back to the nest for a weeklong celebration full of Temple pride during Homecoming and Family Weekend.
 - Temple Made Days embodies what it truly means to be Temple Made: Serving, Supporting and Celebrating the Temple Community. Owls are invited to connect for community service initiatives, support Temple philanthropically and celebrate their Temple pride.
 - Foster a sense of tradition with new students through new student pennant distribution and other educational touchpoints.
3. Segment the Temple alumni community in a manner that inspires the highest level of engagement.
 - Engage Golden Owls to celebrate and share their experiences with those following in their footsteps.



- Incorporate touchpoints for Legacy Parents at key student milestones to celebrate their unique connection to Temple.
 - Explore other unique alumni pride segments.
4. Promote Peer to Peer Advocacy.
 - Harness the collective influence of alumni volunteers to recruit, promote and generate interest to participate.



Best-In-Class Communications: Foster an informed, engaged community of alumni who share stories, celebrate Temple Made achievements and learn from one another seamlessly across multiple channels and touchpoints.

1. Deliver highly targeted, personalized communications to drive repeat engagement and foster brand loyalty.
 - Develop and roll out a customized communication strategy for TU alumni volunteers, ensuring this group has insider access to university news and updates and has the tools and resources needed to excel as active volunteers and ambassadors for Temple.
 - Begin to evaluate a subscription-based model for Temple IA's robust email program, letting constituents opt into the type of content they're most interested in receiving (i.e., career news, young alumni programming, regional events, etc.) and reducing overall email fatigue.
 - Send segmented communications and create special touchpoints for TU's giving society members, the university's most loyal donors and philanthropic leaders.
 - Leverage the ThankView platform to create and send personalized videos to raise awareness, promote upcoming events, thank donors for their contributions, demonstrate impact and more.
2. Consistently produce, procure and share fresh, relevant, valuable content and visually appealing creative to boost alumni engagement and enhance TU's image.
 - Identify and leverage opportunities for enhanced alumni community engagement, effectively amplifying our messaging, expanding our reach and fostering overall alumni involvement.
 - Find unique opportunities to ask our alumni to share major news and updates with us, including recent awards, career or school milestones, publications or other great accomplishments (i.e., service-related, academic, athletic, artistic, professional, etc.), and promote these achievements across our digital channels (i.e., launch new "What's New With Whooo?" submission form).
 - Continue to publish various types of alumni and donor content to Temple Beyond, including alumni features, gift announcements, donor impact profiles, alumni business spotlights, video interviews, event recaps and more.
 - Leverage the new Institutional Advancement sub-brand across all digital platforms and alumni/donor touchpoints.
 - Provide alumni volunteers with templates, toolkits and key messages to assist with staying on brand and on message when promoting key programs and initiatives with peers.
3. Build best-in-class digital experiences that inspire participation and promote Temple pride and passion.





- Refresh the design, look and feel, and overall site architecture for Temple IA's main web properties (alumni.temple.edu and giving.temple.edu) and streamline the content, leveraging key data to focus on webpages with the highest levels of engagement.
 - Define, identify and develop comprehensive strategy for alumni volunteer social media ambassadors to help promote TU's key campaigns and initiatives throughout the year.
 - Create dynamic and interactive social media content for TUAA channels around signature campaigns and key themes.
 - Continue to evaluate and update TU's main giving forms and the overall online giving experience to ensure a seamless end-user experience and encourage repeat giving.
 - Continue to evaluate best-in-class tools, platforms and solutions across all digital channels and touchpoints (i.e., event management, email, social media).
4. Invite opinions and valuable insight from our alumni and leverage data to consistently improve the constituent experience and drive stronger engagement.
- Create and roll out a comprehensive metrics strategy for all TUAA digital channels and touchpoints, pulling from industry standard CASE Insights on Alumni Engagement.
 - Identify survey opportunities to gather information and collect feedback from targeted alumni/donor populations across the Temple community.

Early Engagement: Build the pipeline for the future through intentional engagement with prospective and current students, and young alumni, who will serve as future Temple volunteers and donors.

1. Increase student awareness and understanding of the future value, impact and benefits available through a lifelong relationship with the Temple University Alumni Association.
 - Establish a culture of lifelong engagement through supporting events and programming at major student milestones and core junctures in the student lifecycle (i.e., Experience Temple Days, new student orientation, move-in, TempleFest, GradFest, Convocation, Commencement, etc.).
 - Foster increased collaboration and partnership with Admissions to support enrollment activities and priorities.
 - Collaborate with campus partners (i.e., Strategic Marketing and Communications, Provost Office, Student Activities, IDEAL, Career Center, etc.) to reach and engage with current students.
 - Create and implement a student-focused multichannel communication strategy, demonstrating the impact the TUAA has on the alumni and student experience.
 - Improve and expand opportunities for meaningful student-to-alumni connections.
2. Provide a variety of avenues for students and young alumni to easily engage with and actively participate as part of the Temple University Alumni Association.
 - Provide a suite of digital tools and resources to promote and support professional development.
 - Execute targeted events that meet the express needs of recent graduates.
 - Provide relevant synchronous and asynchronous content and programming to current students and young alumni.
 - Capture and analyze student engagement and young alumni data to enhance understanding of their needs.



3. Create a dynamic and diverse community of student and young alumni leaders that feeds the overall TUAAL leadership pipeline.
 - Develop a menu of short-term and episodic microvolunteerism opportunities to identify new volunteers.
 - Increase expertise on student engagement interests through the Student Leadership Council and deepen relationships with key student leaders.
 - Further cultivate leaders and ambassadors through the Temple University Young Alumni Association Board.



Professional and Affinity Engagement: Bring Owls together around common interests, passions and identities, creating opportunities to support professional networks and build meaningful connections across generations.

1. Expand and enhance the portfolio of affinity, identity-based and shared-interest groups to be more inclusive and adaptive to current and future alumni interests.
 - Grow and strengthen existing affinity programming (TWN and TUBAA).
 - Reinstitute LGBTQIA+ targeted programming and touchpoints.
 - Explore new opportunities for affinity engagement models through analysis of Temple data and engagement behavior, peer research and strong collaboration with campus partners.
 - Pilot a scalable alumni corporate network program.
 - Further cultivate leaders and ambassadors through TUBAA and TWN.
2. Inspire alumni to remain connected to Temple through targeted and scalable experiential and educational opportunities and communication strategies.
 - Develop persona-driven content to meet a variety of professional development needs and interests.
 - Build a slate of targeted events and programs, both signature and new, to increase returning and first-time attendees.
 - Integrate holistic marketing strategy to promote affinity and Temple Professional Network content and opportunities via multiple channels and mediums.
 - Build standard reporting and post-event/program cadence to export and review data; make recommendations based on data and debrief (i.e., quantitative surveys).
 - Create open dialogues for alumni to share their event experiences (to create qualitative data).
3. Develop avenues for students to continue their engagement as alumni in ways they currently engage.
 - Build bridges between student affinity groups and related alumni groups.
 - Find ways to introduce TPN and affinities to students by creating networking opportunities through existing student programming or assisting emerging programs.
 - Learn from IDEAL and Student Activities to inform complementary alumni engagement strategies.

Collaboration Across Units: Foster an inclusive, collaborative university community, one that demonstrates the power of shared knowledge, information and resources to solve our most pressing challenges.

1. Maximize outreach for Temple events and programs serving multiple audiences.
 - Amplify messaging of school/college/unit programming encouraging use of shared Institutional Advancement systems and technology.



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- Ensure full participation of schools/colleges for signature events, i.e., Homecoming and Family Weekend, Award Programs, Temple Made Days, etc.
 - Augment publicity around Temple programming that may benefit multiple constituents, i.e., IDEAL, athletics, and student affairs/admissions events.
2. Develop coordinated and timely outreach and forums from central alumni relations to schools/colleges and units.
 - Host meetings and announcements to university partners and alumni relations professionals in schools and colleges promoting signature events, awards, TUAA benefits, regional engagement and giving initiatives.
 - Launch and administer new universal TUAA policy documents, routinizing the management of Temple volunteer organizations across the university.
 - Create a system for the sharing and collection of volunteer policy documents.
 - Discover and celebrate alumni stories and brag points of schools/colleges and units.
 - Create a convenient method to broadly share timely news across schools/colleges and units.

Advancing Philanthropy: Activate alumni to champion Temple's philanthropic priorities, showcasing their ability to positively impact generations of Owls.

1. Demonstrate impact and reach with storytelling celebrating donor support and fostering engagement.
 - Bring together alumni and giving web properties as one centralized online location.
 - Grow communication support for donor feature stories and profiles.
 - Incorporate giving campaigns and donor stories across digital platforms.
 - Highlight giving opportunities at events and within pre-/post-event communications.
 - Feature alumni donor speakers during key events and programs.
 - Bring together Temple donors and the students they support at an annual university wide scholarship reception, taking place in the spring as part of Temple Made Days.
2. Continue coordination with giving strategies and key development priority areas (i.e., Annual Giving, regional giving program, MGO, estate planning, etc.).
 - Identify and engage key demographics to support development strategies (i.e., students, Golden Owls, 30 Under 30).
 - Continue to align programs with regional giving strategies focusing on key development areas.
 - In partnership with Annual Giving, support giving days programming and engagement strategies and amplify monthly campaign messages.
3. Connect with the student community to demonstrate the power and importance of supporting Temple philanthropically.
 - Strengthen partnerships with student-facing organizations and departments.
 - Leverage opportunities to message and engage students.
 - Ensure TUAA has a presence in messaging and programming during key student milestones.
4. Identify and remove barriers that may inhibit our most engaged alumni from becoming donors.





- Set clear expectations when onboarding alumni volunteers around roles and responsibilities, specifically when it comes to being an ambassador and supporter of Temple.
- Leverage volunteers and campus partners to help reinforce priorities and present during alumni volunteer meetings.
- Continue to have open conversations with volunteers around the challenges impacting Temple and opportunities for support.

