

Temple University Alumni Association

Strategic Planning Assessment

Penelepe Hunt
Senior Consultant & Managing Principal

Bree Muehlbauer, MPA, CFRE
Associate Consultant

Marts&Lundy

Project Overview

- Objective: Evaluate the process of creating and implementing the current strategic plan in preparation for updating it.
- Information gathered:
 - Materials review
 - Internal and external interviews
 - Online survey
- Deliverables
 - Findings and Recommendations
 - Complete dataset from survey

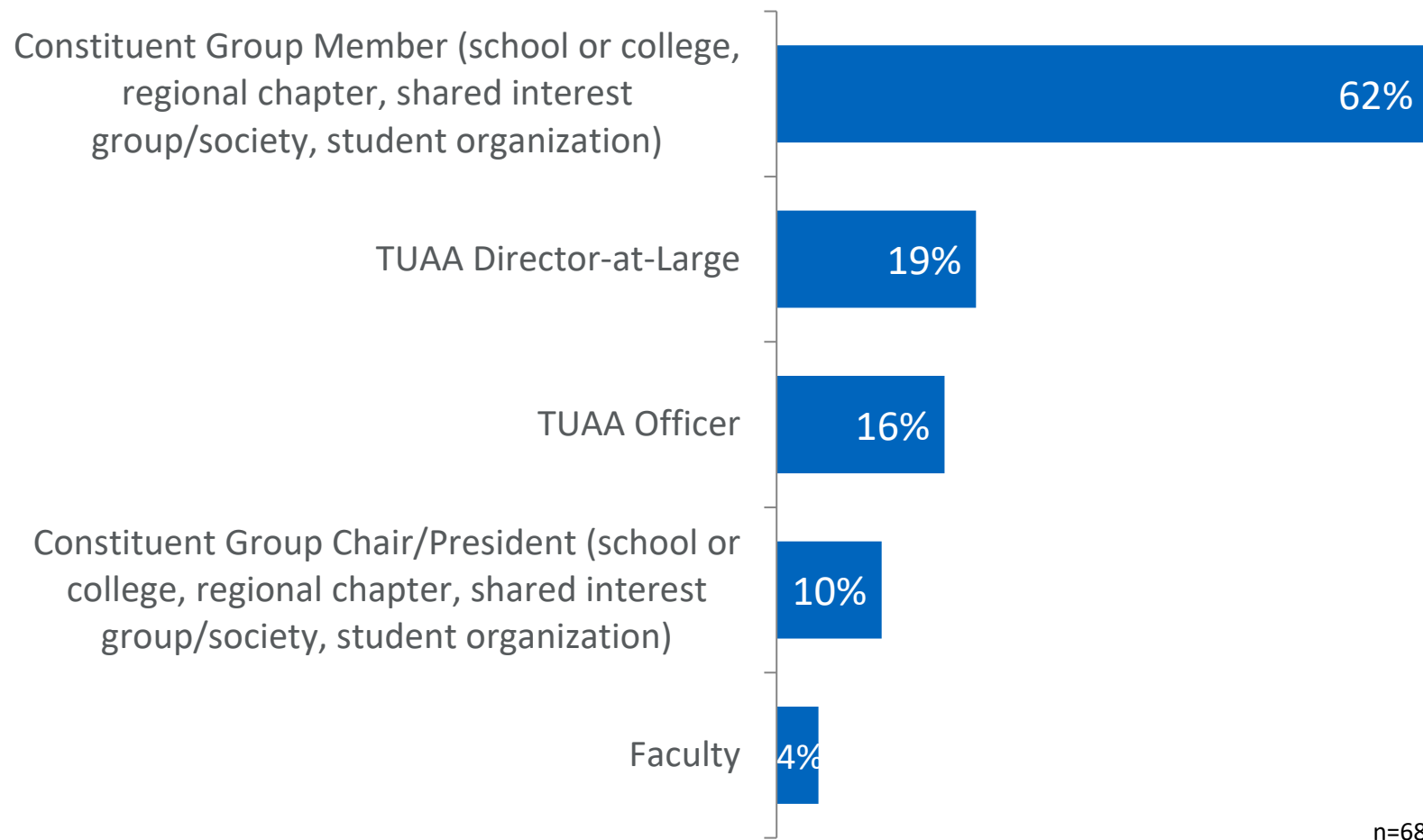
Survey Participants



Participation

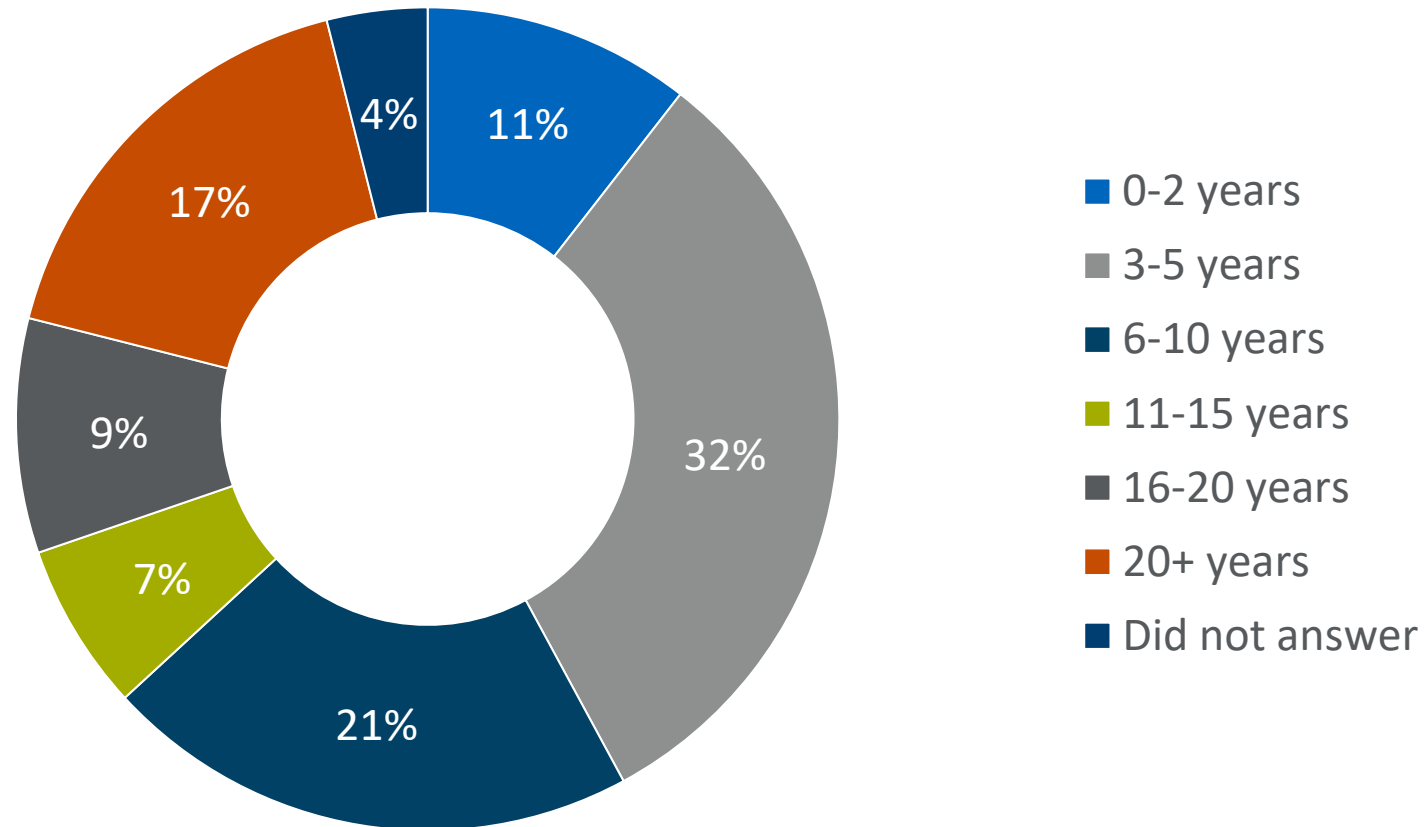
- 513 invitations
- 117 responses (76 complete, 41 partial)
- 22.8% participation rate

TUAA Affiliation of Survey Participants



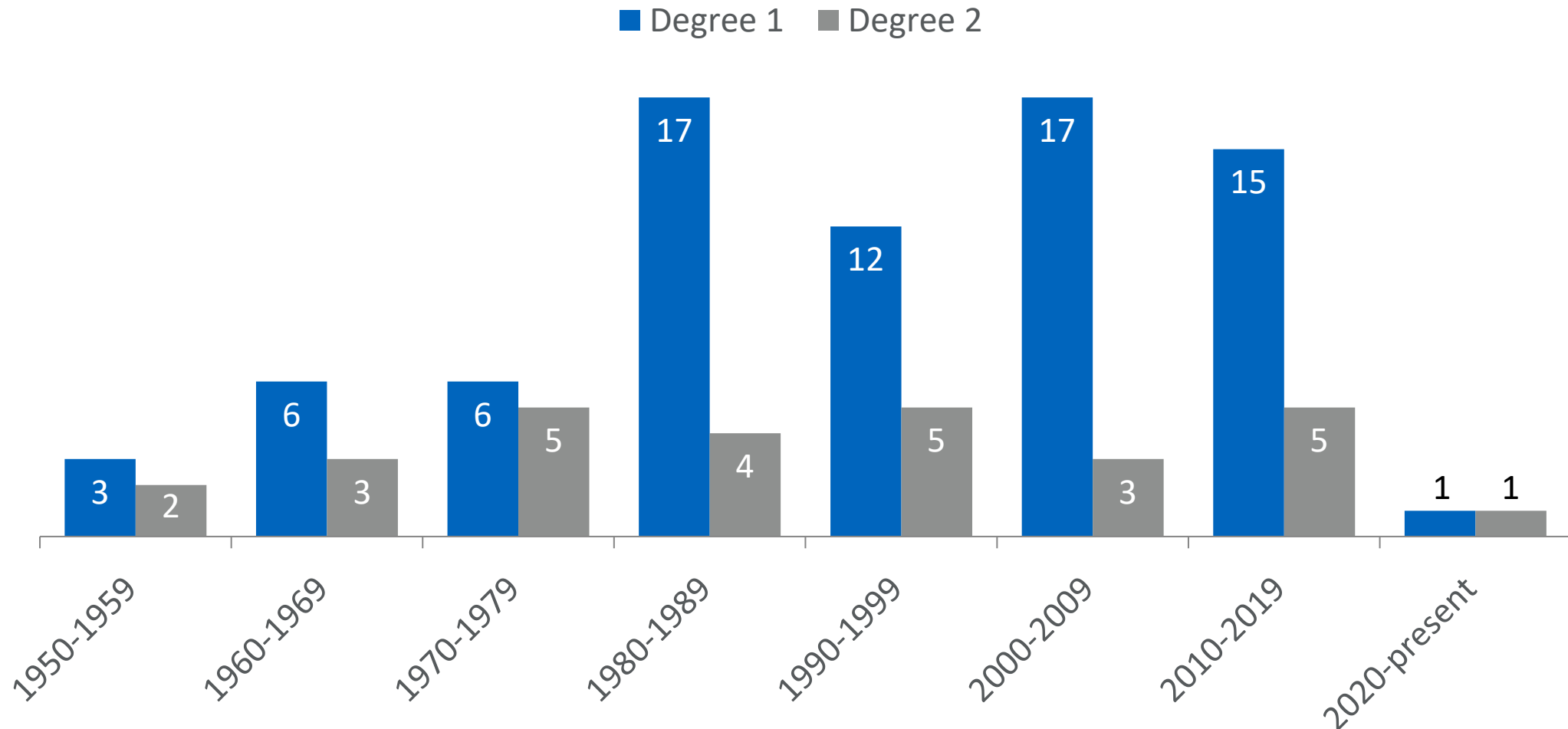
n=68

How long have you been a volunteer for TUAA?



n=76

Years Graduated



Strategic Plan Priorities

Greater Involvement with Athletics and the Arts

■ Strongly Agree ■ Agree ■ Disagree ■ Strongly Disagree ■ Don't Know/ Not Sure ■ Did Not Answer

It was important to include this priority in the current (2017-22) strategic plan.



This priority is important to include in the updated plan.



There has been good communication about progress toward this priority.



I was involved in implementing this priority.



Expanded TUAA Chapters and Societies

Strongly Agree Agree Disagree Strongly Disagree Don't Know/ Not Sure Did Not Answer

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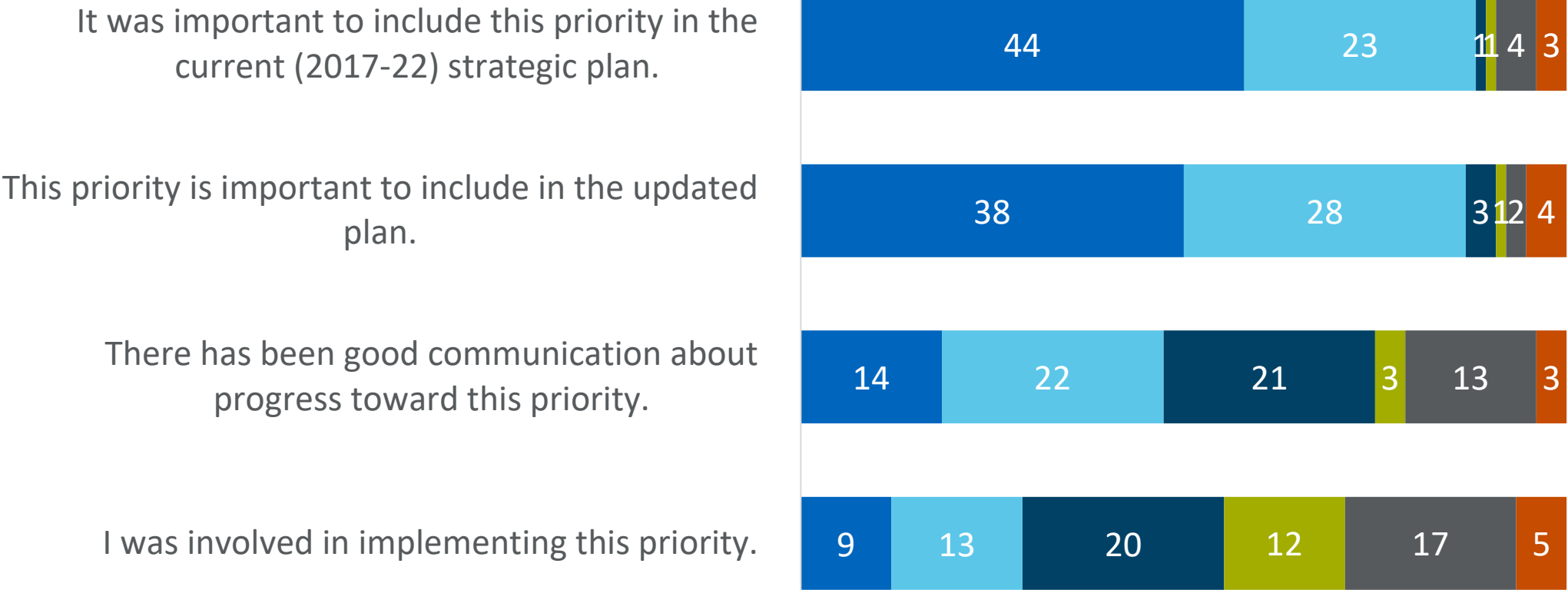


I was involved in implementing this priority.



Updated TUAA Governance & Broader Inclusion of Increasingly Diverse Alumni

■ Strongly Agree ■ Agree ■ Disagree ■ Strongly Disagree ■ Don't Know/ Not Sure ■ Did Not Answer



Create Engagement Metrics Beyond Events & Attendance

Strongly Agree Agree Disagree Strongly Disagree Don't Know/ Not Sure Did Not Answer

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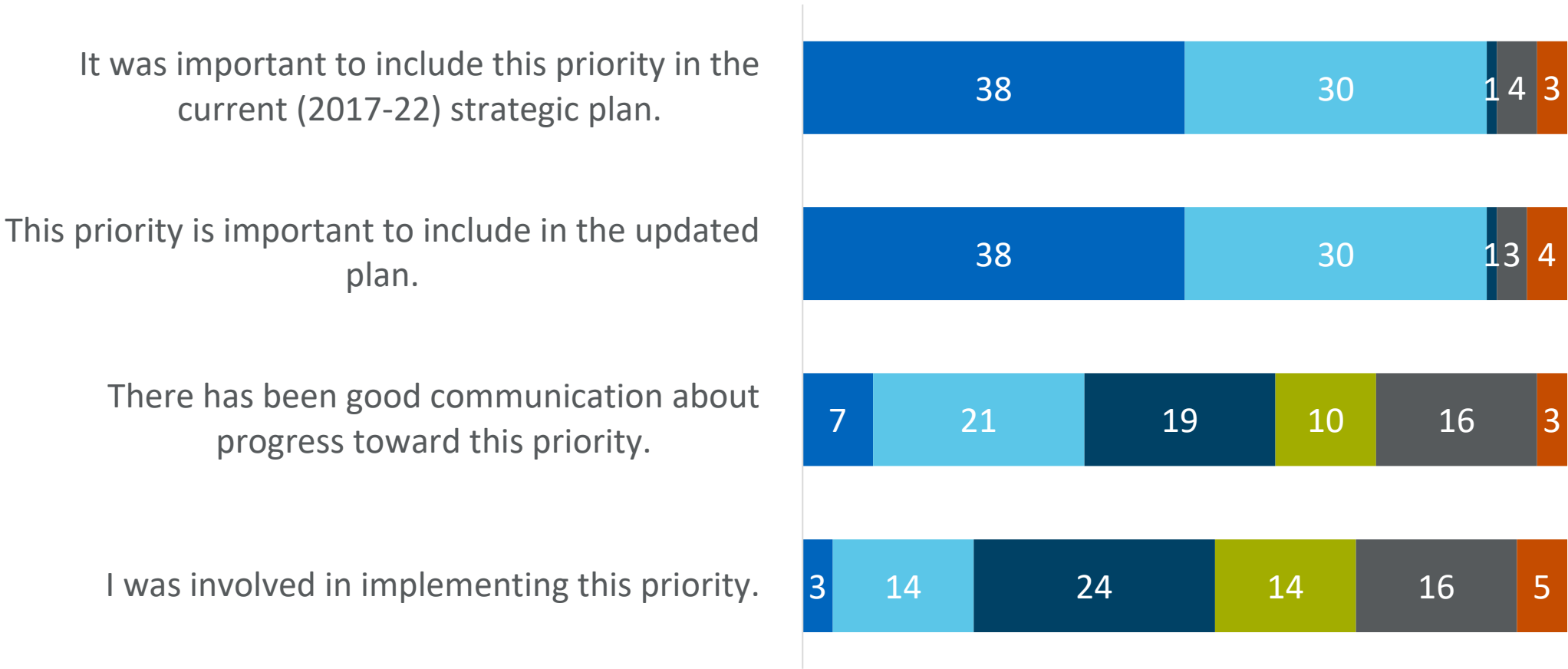


I was involved in implementing this priority.



Develop a Comprehensive Marketing, Communications, & Branding Strategy

Strongly Agree Agree Disagree Strongly Disagree Don't Know/ Not Sure Did Not Answer



Increased & Coordinated Engagement of Schools & Colleges

Strongly Agree Agree Disagree Strongly Disagree Don't Know/ Not Sure Did Not Answer

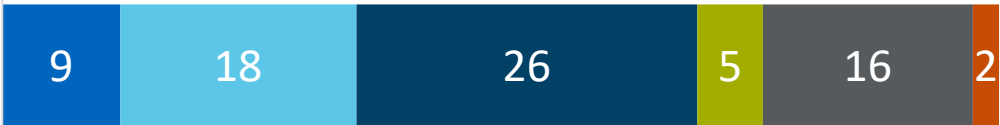
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I was involved in implementing this priority.



Continue Core University Alumni Events

Strongly Agree Agree Disagree Strongly Disagree Don't Know/ Not Sure Did Not Answer

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I was involved in implementing this priority.



Cultivate Student & Young Alumni Involvement

Strongly Agree Agree Disagree Strongly Disagree Don't Know/ Not Sure Did Not Answer

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I was involved in implementing this priority.



Expand the Temple Professional Network

Strongly Agree Agree Disagree Strongly Disagree Don't Know/ Not Sure Did Not Answer

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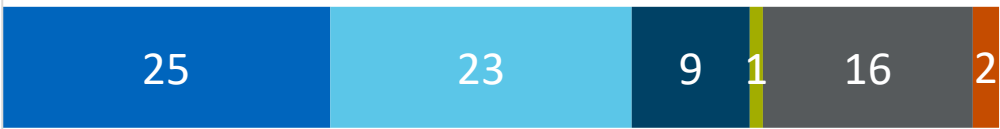
I was involved in implementing this priority.



Build an On-Campus Alumni Center House

Strongly Agree Agree Disagree Strongly Disagree Don't Know/ Not Sure Did Not Answer

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This priority is important to include in the updated plan.



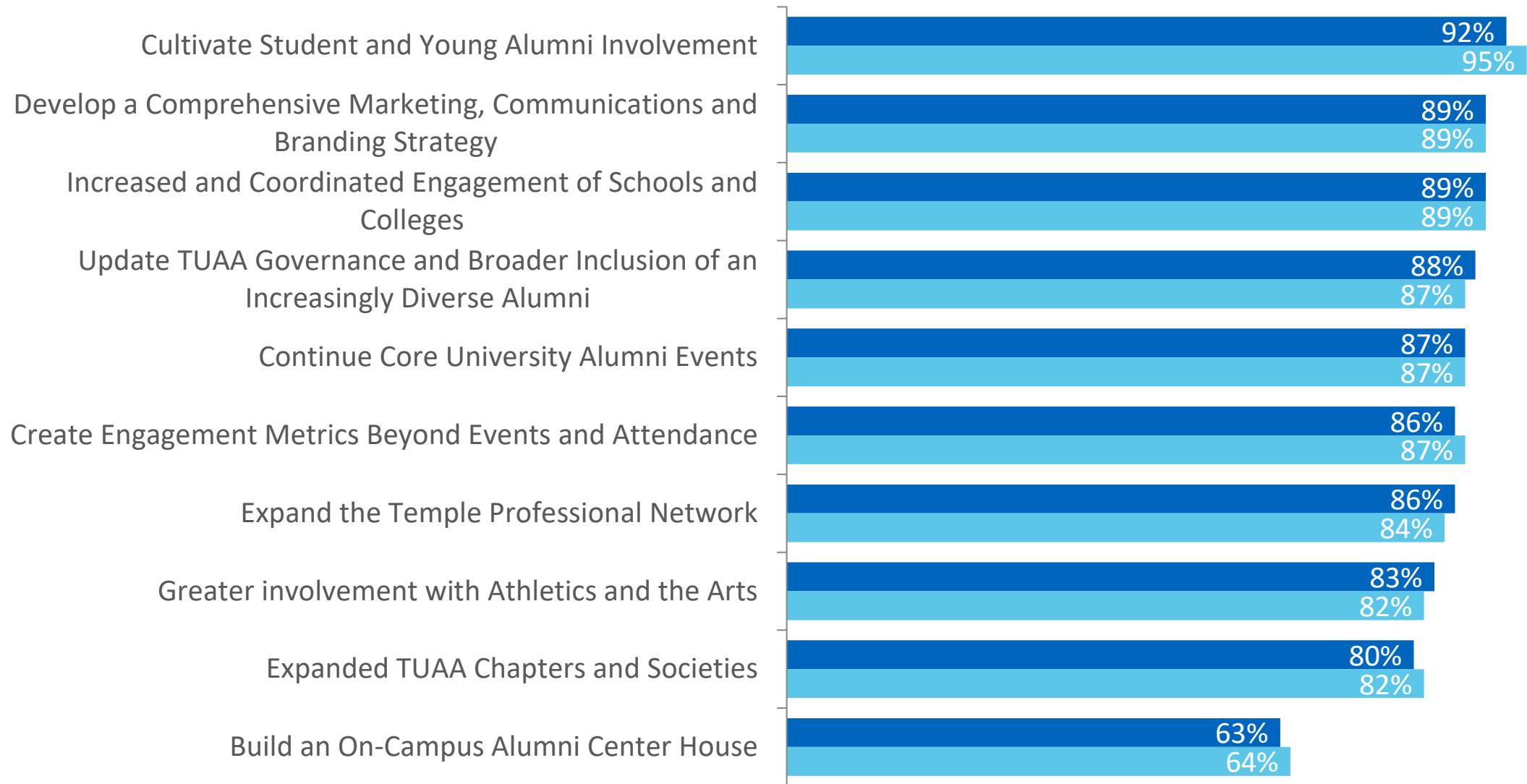
There has been good communication about progress toward this priority.



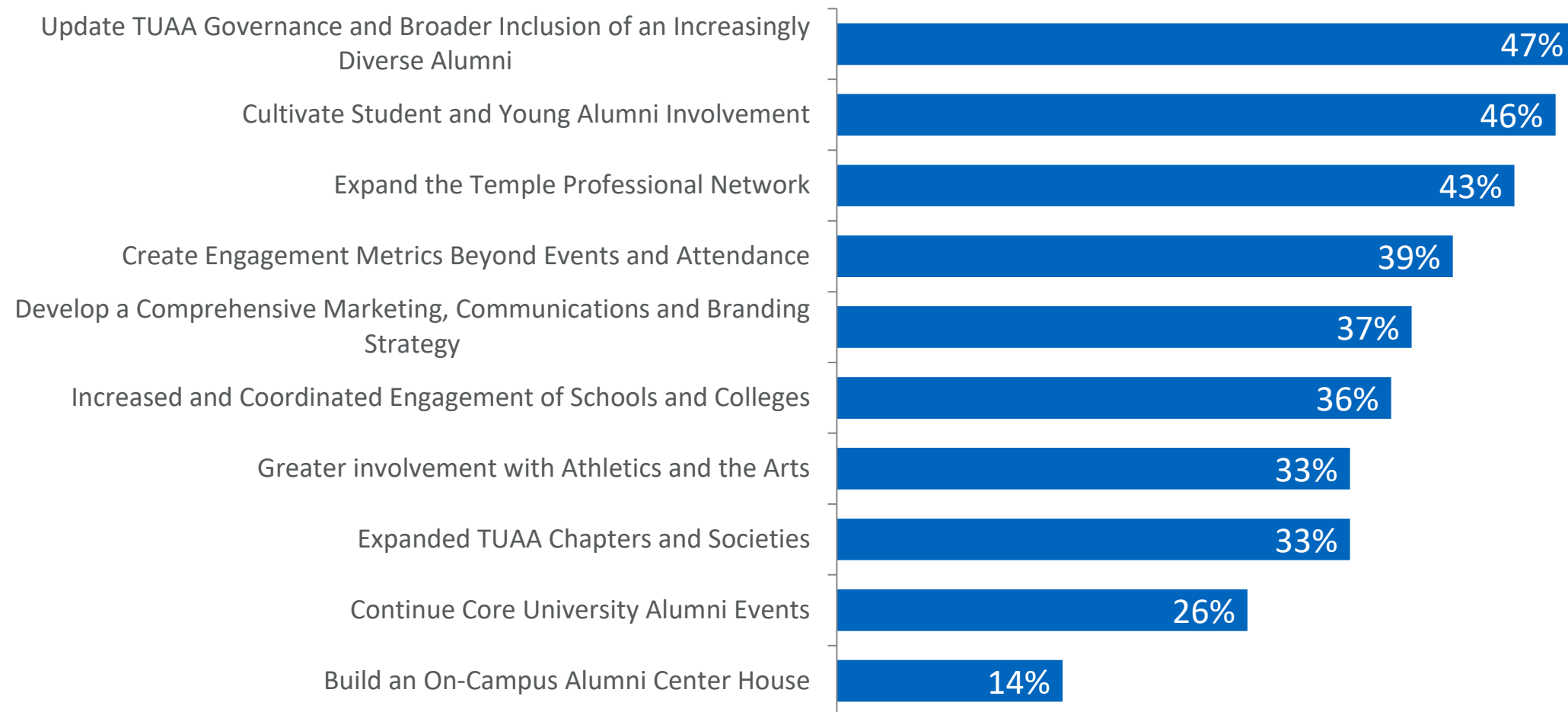
I was involved in implementing this priority.



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There has been good communication about progress toward this priority.



Consistent Themes

- Successful reorganization
- Communication
- Continued importance of priorities
- Refresh, not restart

Next Steps

- Draft report submitted
- Review and discussion with staff, planning committee, and others
- Final report submitted
- Dataset uploaded

Questions and Discussion