

I. Vision

The Office of Alumni Relations will identify where the needs and priorities of alumni overlap with those of students and the university. We will work with alumni to create programs that address these interests. These efforts will give alumni a greater voice in the present and future of UMD.

II. Values (optional)

III. Mission

The Office of Alumni Relations creates opportunities for alumni to learn, reconnect, contribute to the direction of their university, and celebrate their UMD pride.

IV. Goals

Alumni Relations Goals Mapped to the UMD and Student Life Strategic Plans

Alumni Relations Goals	Mapping to University Goals	Mapping to Student Life Goals
<p>Goal Area 1: Volunteerism</p> <p>Develop programs that enable alumni who want to contribute their time and talent to UMD to find meaningful volunteer roles. Identify volunteers, guide them to appropriate roles, and acknowledge their contributions.</p>	1, 2	1.1, 3.2, 3.3, 4.1, 4.4, 5.3
<p>Goal Area 2: Lifelong Learning</p> <p>Design experiences and programs for alumni that foster lifelong learning.</p>	2, 4	2.1, 2.2
<p>Goal Area 3: Outreach</p>	4, 5	4.1, 4.3, 4.4

Create methods of outreach that bring UMD resources and institutional pride to alumni and community members in places where they live and work.		
Goal Area 4: Collaboration		
Focus on collaboration and partnerships with internal and external units to help further the mission of Alumni Relations.	6	3.2, 4.4, 5.1, 5.3

V. Objectives/Outcomes/Assessment

Objective/Outcome	Mapping to Department Goal	Assessment Strategy
Objective 1: Strengthen communication to campus partners about the value of working with alumni.	4	Develop a portfolio to help explain to internal departments what AR can offer in the form of alumni engagement for their areas.
Objective 2: Collaborate with select Student Life departments to further connections with their alumni.	2, 3, 4	Identify and partner with departments willing to send newsletters to affinity groups.
Objective 3: Expand Family Weekend programming.	2, 3, 4	Collaborate with campus partners to feature more activities from more departments.
Objective 4: Reverse trend of declining student participation in the Mentor Program.	1, 3	Increase participation year over year; exceed 100 student participants.
Objective 5: Expand on the Admissions volunteer program piloted in spring 2023.	1, 3, 4	Incorporate more volunteers; add new majors or target groups.

<p>Objective 6: Analyze Alumni Relations event and volunteer data to inform strategic planning.</p>	<p>1, 2, 3</p>	<p>Identify trends; make suggestions for activities and marketing strategies based on trends.</p>
<p>Objective 7: Use alumni programs to spread knowledge and honor the experience of individuals and groups from diverse backgrounds.</p>	<p>1, 2, 3, 4</p>	<p>1+ BBTS event and book club selection; emphasize identity in Mentor Program matching and Admissions volunteer program.</p>