Mission Statement

For the MSU Alumni Association

The mission of the Mississippi State University Alumni Association is to foster lifelong support for the university’s mission through programs, activities, and events for its alumni, future alumni, and friends who are forever maroon and white.

Revised May 16, 2008

For the Board of Directors

The mission of the Mississippi State University Alumni Association Board of Directors is

I. To serve as a liaison between the university and its alumni and friends;
II. To advise university officials about issues of concern and speak publicly on behalf of alumni in support of the university;
III. To provide leadership in the establishment of policies and guidelines for the association;
IV. To support the staff of the association in its management of association programs, activities, and events.

For the Executive Committee

The mission of the Mississippi State University Alumni Association Executive Committee of the Board of Directors is

I. To participate with Mississippi State University’s administration in strategic planning;
II. To oversee, direct, and communicate policy of the association;
III. To serve as a liaison between the board of directors and the Alumni Association staff, the MSU Foundation board, the Bulldog Club board, and the Mississippi State University administration.
Vision Statement

Mississippi State University Alumni Association will be a premier association that connects the university with existing and future alumni to build relationships and touch lives globally.

Goals

Goal I: Foster mutually beneficial lifelong relationships by enhancing networking of alumni, future alumni, and friends.

Goal II: Understand and actively promote a positive image of MSU and the Alumni Association.

Goal III: Maintain an evolutionary Alumni Association with a vision to address an ever-changing environment.

Goal IV: Build and maintain human and financial resources that strengthen the association’s ability to accomplish its mission.

Goal V: Maintain a commitment to service.

Revised March 4, 2011
Goals, Objectives, and Strategies

Goal I:
Foster mutually beneficial lifelong relationships by enhancing networking of alumni, future alumni, and friends.

Objective 1: Provide programs, services and networking opportunities that meet the needs and interests of a diverse group of alumni, future alumni, and friends.

   Strategy 1: Endorse and promote programs that assist alumni, future alumni, and friends with their career needs.

      Action Step 1: Strengthen partnership with MSU Career Center.

      Action Step 2: Reestablish the Alumni Network.

   Strategy 2: Strengthen and support an effective chapter structure.

      Action Step 1: Provide training complete with job descriptions and volunteer expectations.

      Action Step 2: Recognize and reward volunteers for service to MSU.

      Action Step 3: Highlight successful chapter programs in Bully’s Bark and on the Web.

      Action Step 4: Begin a chapter mentoring program.

   Strategy 3: Work with volunteers in areas where no chapters exist to plan informal meetings and events.

      Action Step 1: Provide information about the events to alumni and friends in the area via Web calendar, print, and/or e-communication.

      Action Step 2: Identify volunteer leaders by requesting names from current national and local officers.

   Strategy 4: Increase visibility of the association.

      Action Step 1: Maintain an up-to-date Web calendar.
Action Step 2: Utilize opportunities where MSU venues exist to host alumni events such as off-campus sporting events, MSU Extension Service programs, etc.

Action Step 3: Offer an alumni app.

Strategy 5: Annually evaluate programs to measure association success against predefined goals.

Action Step 1: Encourage program participants to complete evaluations.

Action Step 2: Review evaluations and implement applicable results.

Strategy 6: Recognize alumni, friends, and students for their accomplishments and support.

Action Step 1: Host an alumni awards program.

Action Step 2: Highlight accomplishments of alumni, friends, and future alumni in the association’s print and electronic publications.

Action Step 3: Send congratulatory, birthday notes, etc.

Action Step 4: Encourage alumni to post accomplishments on the on-line community.

Action Step 5: Host events that include former national presidents.

Strategy 7: Conduct surveys to determine the interests of alumni, future alumni, and friends.

Action Step 1: Identify survey instruments.

Action Step 2: Develop questions and execute survey.

Action Step 3: Review survey results and establish priorities.

Strategy 8: Provide support for alumni reunions.

Action Step 1: Work with Student Affairs to track student involvement in Banner.

Action Step 2: Identify reunion opportunities and plan
accordingly.

**Action Step 3:** Provide promotional assistance (and possibly online registration through iModules) to other campus units hosting reunions.

**Strategy 9:** Plan and coordinate programs designed to bring alumni and friends back to campus or take advantage of times when they will be coming for other events.

**Action Step 1:** Partner with Student Association to plan and coordinate homecoming activities.

**Action Step 2:** Host an alumni tent in The Junction during home football games.

**Action Step 3:** Coordinate activities for MSU’s birthday.

**Strategy 10:** Assist the colleges with planning events for their alumni and friends.

**Action Step 1:** Promote the events through association blasts and in association e-news.

**Action Step 2:** Post college alumni events on the association online calendar.

**Objective 2:** Provide opportunities for alumni and friends to support the university’s strategic goals and initiatives.

**Strategy 1:** Provide opportunities for alumni and friends to enhance the academic experiences of students, faculty, and staff.

**Action Step 1:** Understand college priorities and consider alumni programs and services that can support them.

**Action Step 2:** Continue the Alumni Fellows and College Alumni of the Year programs.

**Action Step 3:** Continue collaboration with the College Alumni Council.

**Action Step 4:** Launch the iModules mentoring tool.

**Strategy 2:** Encourage chapters to establish and expand scholarships to students that attend Mississippi State University.
Action Step 1: Work with chapter officers to stress the importance of these scholarships.

Action Step 2: Mention scholarships at chapter meetings.

Action Step 3: Include information about scholarships in Bully’s Bark, at the Leadership Conference, etc.

Action Step 4: Review chapter recognition program to consider giving higher points for funding scholarships.

Strategy 3: Support efforts of the Office of Admissions and Scholarships to recruit students.

Action Step 1: Invite prospective students to attend local chapter events including send-off parties, in-home parties, birthday parties, etc.

Action Step 2: Assist with the Alumni Recruiting Network.

Action Step 3: Provide a link in electronic news for alumni and friends to submit the names of prospective students to the Office of Admission and Scholarships.

Strategy 4: Identify opportunities for alumni to support the goals of their college.

Action Step 1: Encourage the colleges to engage their alumni in college sponsored activities.

Action Step 2: Promote college news in the association’s printed and electronic publications.

Action Step 3: Include deans and faculty in association programming.

Action Step 4: Push college news to alumni through iModules.

Strategy 5: Promote active membership in the Alumni Association.

Action Step 1: Promote the importance of active membership to on and off campus constituents.

Action Step 2: Reward chapters for growing and exceeding their annual membership goals.
Objective 3: Coordinate efforts with appropriate campus units to ensure alumni and friends have maximum opportunities to advance Mississippi State University.

Strategy 1: Support efforts to improve attitudes and perceptions about Mississippi State University.

Action Step 1: Maintain consistent communication with the Student Association, the Offices of University Relations and Government Relations, and the University Television Center.

Action Step 2: Provide support for programs offered through the Student Association.

Action Step 3: Provide timely information about the university successes and priorities to alumni and friends.

Strategy 2: Support efforts of the Mississippi State University Foundation and the Bulldog Club to build relationships between the institution and prospective donors.

Action Step 1: Stay abreast of fundraising priorities.

Action Step 2: Include Foundation and Bulldog Club staffs in association events.

Action Step 3: Communicate names and interests of prospective donors.

Action Step 4: Co-host events.

Action Step 5: Encourage giving to MSU at all association events.

Objective 4: Fully utilize available technology as an effective resource to enhance networking and training.

Strategy 1: Assist Shared Advancement Services with identifying and collecting the data needed to ensure necessary information is available to support the mission of the association.

Action Step 1: Promote the online update tools to on-campus constituents.

Action Step 2: Promote the online update tools to alumni.

Action Step 3: Work with Student Affairs to capture student
activities in Banner.

Strategy 2: Fully utilize available technology.

Action Step 1: Fully use the networking features in iModules and other social networks.

Action Step 2: Build chapter website templates.

Action Step 3: Identify a pool of young alumni to activate their personal pages in iModules.

Action Step 4: Fully utilize the events solution in iModules to activate on-line event registration, take on-line payments, record RSVPs, etc.

Action Step 5: Offer an alumni app.

Action Step 6: Consider opportunities to stream events, offer webinars, video conferences, and blogs.

Goal II:

Understand and actively promote a positive image of MSU and the Alumni Association.

Objective 1: Market key information about Mississippi State and the Alumni Association.

Strategy 1: Using the latest technology, publish and distribute quality and informative publications frequently enough to make a positive impression that will influence favorable behaviors toward MSU.

Action Step 1: Use iModules and other social networks to share news.

Action Step 2: Send e-news monthly to alumni, friends, and opinion leaders.

Action Step 3: Maintain an updated and interactive website.

Action Step 4: Use professional and social networking sites to post information.

Strategy 2: Provide quality materials for staff and volunteers to use to share a consistent MSU story and message.
Action Step 1: Design a template for chapters to use for their MSU Web pages.

Action Step 2: Produce visual aids such as Power Points, printed materials, and videos for use at appropriate alumni events.

Objective 2: Involve alumni and friends in promoting Mississippi State University and the Alumni Association to current and prospective students.

Strategy 1: Partner with the Office of Admissions and Scholarships in the management of the Alumni Recruiting Network (ARN).

Action Step 1: Code ARN in Banner.

Action Step 2: Provide lists of chapter officers.

Strategy 2: Offer programs that encourage alumni involvement in recruiting students through the chapter program.

Action Step 1: Promote participation in the ARN.

Action Step 2: Publicize the activities of the ARN.

Action Step 3: Encourage chapters to host or participate in student recruiting activities.

Objective 3: Maintain involvement with professional organizations and continue to be the benchmark for other associations.

Strategy 1: Seek recognition for association programs.

Action Step 1: Submit programs for CASE Awards at the district and national level.

Action Step 2: Position the Alumni Association as the principle authority on alumni relations.

Action Step 3: Volunteer to speak about successful association programs.

Strategy 2: Incorporate best practices into alumni programming.

Action Step 1: Identify what constitutes best practices.

Action Step 2: Research and implement best practices.

Strategy 3: Promote professional development opportunities to recruit,
promote, and retain the highest quality staff.

*Action Step 1:* Conduct employee appraisals.

*Action Step 2:* Provide support for professional development opportunities.

**Strategy 4:** Provide leadership within the professional organizations, i.e., CASE, APSEC, and CAAE.

*Action Step 1:* Encourage attendance and participation in these organizations.

*Action Step 2:* Serve in leadership roles.

**Objective 4:** Maintain consistent and effective communication with university and Alumni Association constituents.

**Strategy 1:** Expand efforts to educate the campus community about the association’s mission and programs.

*Action Step 1:* Distribute e-news to the campus community.

*Action Step 2:* Involve faculty, staff and students in association programs.

*Action Step 3:* Association staff should be active and visible on campus.

*Action Step 4:* Send regular updates to campus officials about association programs and news.

*Action Step 5:* Invite faculty and staff to alumni events.

**Strategy 2:** Provide and/or support programs and services designed to recognize the value of faculty and staff.

*Action Step 1:* Highlight faculty and staff achievements in e-news.

*Action Step 2:* Co-sponsor the faculty recognition program with the Office of the Provost.

*Action Step 3:* Provide support for Staff Appreciation Day.

*Action Step 4:* Send e-cards to faculty and staff.

*Action Step 5:* Highlight faculty and staff accomplishments at
chapter meetings, newsletters, etc.

**Strategy 3:** Provide programs that educate students about the mission of the association and motivate them to become active alumni.

*Action Step 1:* Provide support for Bulldog Coalition.

*Action Step 2:* Continue the Alumni Delegate program.

*Action Step 3:* Send regular updates to Big Dawgs about association programs and news.

**Goal III:**

**Maintain an evolutionary Alumni Association with a vision to address an ever-changing environment.**

**Objective 1:** Ensure the board of directors and the alumni staff are structured to meet the evolving needs of the Alumni Association.

**Strategy 1:** Conduct an inclusive strategic planning process with measurable outcomes.

*Action Step 1:* Establish benchmarks.

*Action Step 2:* Survey alumni to stay abreast of their interests.

**Strategy 2:** Offer opportunities in staff development, training, and work patterns that encourage and enhance the acceptance of positive change.

*Action Step 1:* Provide open and consistent communication.

*Action Step 2:* Attend conferences and workshops that offer training in latest technology in trends.

**Strategy 3:** Provide training programs which empower volunteers to lead creatively and with a vision for the future.

*Action Step 1:* Conduct Leadership Conference.

*Action Step 2:* Conduct new board member and new staff orientation.
Action Step 3: Conduct Alumni Delegate retreat.

Strategy 4: Ensure that alumni, future alumni, and friends are invited and encouraged to participate in all association programs.

Action Step 1: Involve alumni and future alumni in program planning.

Action Step 2: Work with Shared Advancement Services to collect necessary data.

Action Step 3: Communicate program dates to the call center.

Action Step 4: Promote programs on professional and social networking sites, through e-vites and in printed pieces.

Strategy 5: Promote diversity among association staff, in the volunteer leadership, and among participants in all association programs.

Action Step 1: Hire a diverse team.

Action Step 2: Maintain diversity in the Alumni Delegates program.

Action Step 3: Recruit people of diverse backgrounds to volunteer in the chapter program and to serve on the national board.

Action Step 4: Encourage recognition of people from diverse backgrounds.

Strategy 6: Fully utilize technology to engage alumni and encourage communications and participation.

Action Step 1: Stay abreast of technology changes and adjust or augment programs and services accordingly.

Action Step 2: Determine greatest impact solutions in iModules and implement.

Action Step 3: Incorporate the use of social networks into relevant association activities.

Strategy 7: Implement a system for planning and evaluation of association programs and services.

Action Step 1: Encourage program participants to evaluate
Objective 2: Ensure that adequate human resources are available to address the changing dynamics of the Alumni Association.

Strategy 1: Identify and address staff development and/or training needs and/or the addition of new staff.

Action Step 1: Assess staff workloads and address.

Action Step 2: Conduct quarterly association staff meetings to discuss needs, wants, successes, and failures.

Strategy 2: Enlist capable and willing volunteers to serve in leadership positions.

Action Step 1: Identify skills and commitment needed for service.

Action Step 2: Match the skills with the volunteers.

Action Step 3: Communicate service expectations.

Action Step 4: Encourage the university to capture student activity in Banner.

Strategy 3: Empower volunteers to lead creatively and with a vision for the future.

Action Step 1: Provide new board member orientation that will include an overview of job expectations and the signing of a code of conduct and conflict of interest statements.

Action Step 2: Identify and provide appropriate tools and resources for volunteers to use.

Action Step 3: Setup sub-committees of the board of directors to assist with idea generation.
Strategy 4: Recognize volunteers, future alumni, and staff for their valuable role in leading the association.

Action Step 1: Highlight in e-news.

Action Step 2: Celebrate individual accomplishments with personal notes, e-mail, etc.

Goal IV:

Build and maintain human and financial resources that strengthen the association’s ability to accomplish its mission.

Objective 1: Cultivate new sources of revenue.

Strategy 1: Strengthen the financial position of the association.

Action Step 1: Demonstrate to campus officials the value of a strong Alumni Relations program.

Action Step 2: Poll CAMMP, CAAE, and CASE to learn how other associations are funded.

Action Step 3: Survey other associations and compile a list of alternative revenue streams.

Action Step 4: Assess the value of actively marketing affinity programs against not paying UBIT.

Objective 2: Recruit and retain the best alumni staff and volunteers.

Strategy 1: Enlist capable and willing volunteers to serve in leadership positions.

Action Step 1: Identify skills and commitment needed for service.

Action Step 2: Match the skills with the volunteers.

Action Step 3: Investigate, determine, and establish a process for national board member selection.

Action Step 3: Communicate service expectations.

Action Step 4: Encourage the university to capture student activity in Banner.
Action Step 5: Ask current leadership to identify and cultivate volunteers for service.

Action Step 6: Continuously conduct audits of human resources and use the results to identify and address staff development and/or training needs and/or the addition of new staff.

Strategy 2: Empower volunteers to lead creatively and with a vision for the future.

Action Step 1: Provide new board member orientation that will include an overview of job expectations and the signing of a code of conduct and conflict of interest statements.

Action Step 2: Identify and provide appropriate tools and resources for volunteers to use.

Action Step 3: Develop and implement chapter orientation and mentoring programs.

Strategy 3: Recognize volunteers, future alumni, and staff for their valuable role in leading the association.

Action Step 1: Host awards programs.

Action Step 2: Feature these constituents and their contributions in print and electronic publications.

Action Step 3: Celebrate individual accomplishments with personal notes, e-mail, etc.

Goal V:

Maintain a commitment to service.

Objective 1: Communicate an expectation of service, ethics and conduct with members of the Alumni Association.

Strategy 1: Encourage volunteers and staff to embrace the idea of quality service.

Action Step 1: Provide quality service training.

Action Step 2: Lead by example.

Action Step 3: Provide job descriptions, code of conduct and
conflict of interest documents to volunteer leadership.

**Objective 2:** Provide the necessary foundation to ensure the success of all Alumni Association activities and events.

**Strategy 1:** Identify constituents and their needs, and implement programs to meet these needs.

*Action Step 1:* Survey constituents.

*Action Step 2:* Assess survey results and implement programs to address the outcomes.

**Strategy 2:** Evaluate all programs to measure association success.

*Action Step 1:* Prepare and distribute program evaluations.

*Action Step 2:* Review evaluation results and make necessary and appropriate program changes.

*Action Step 3:* Compare association programs to peer institutions.

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