**University of Illinois College of ACES Alumni Association | Strategic Plan (2011-2013) | Snapshot**

**Goals are in priority order.**

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| 1. Fellowship/Alumni Engagement   **MISSION STATEMENT**  *Why do we exist?*  *The University of Illinois College of ACES Alumni Association inspires meaningful engagement and advocacy amongst the ACES family to advance the College of ACES.*  Provide meaningful activities, events, and opportunities to develop and strengthen relationships among alumni and between alumni and the College.   1. To continue to engage alumni via 8 district events annually and work to increase attendance by 10 percent. Additionally, seek to increase participation of college administration to provide meaningful updates about critical issues impacting ACES and the University 2. Evaluate district events based on alumni perceptions and establish benchmark criteria 3. Evaluate and analyze whether or not segmentation of events should occur (i.e. specific young alumni events) 4. Evaluate ACES Alumni Association participation in College events and role they should play going forward 5. Evaluate the role of Vocational Directors to enhance communication with departments within the College and increase alumni involvement across the College 6. Encourage Dean to engage alumni, students, and stakeholders at least 3 – 4 times per year with key communications 7. Remain engaged in promoting advocacy to alumni and friends of the College |
| 1. Student Recruitment   To increase student enrollment in the College of ACES by engaging prospective students and their families with alumni.   1. Make contact with 100 percent of the admitted students targeted by the College as a top priority before students make their May decisions in order to increase the College’s yield rates 2. Assist College in achieving enrollment goals by increasing yield and number of applicants |
| 1. Awards & Recognition   To recognize and publicize/promote excellence and inspire alumni and students.   1. Solicit applications to maintain existing awards 2. Investigate best forum and time frame for recognition ceremonies 3. Review entire alumni recognition program 4. Investigate possibility of developing student awards 5. Improve selection process and ranking of nominees 6. Investigate possibility and value of creating a non-alumni award 7. Investigate possibility of developing an honor society to recognize past alumni award recipients and previous board members |
| 1. Student Engagement   To increase awareness of the ACES Alumni Association among the ACES student body and facilitate engagement throughout a student’s academic experience.   1. Increase student participation on alumni board 2. untitled.bmpTouch each class (i.e. freshman, sophomore, etc) one time per semester through communications and events 3. Investigate options for establishing an ACES Alumni Association Scholarship (likely one award from each alumni district) 4. Continue engagement with the Student Advancement Committee to increase awareness of the Alumni Association 5. Engage Vocational Directors to raise student awareness of the Alumni Association at a departmental level |