

Yearly Action Plan 2017-2018

- Goal 1. Remain financially sound.
- Goal 2. Promote the advancement of the College.
- Goal 3. Increase the visibility of the Alumni Association.
- Goal 4. Engage and recognize alumni.
- Goal 5. Maintain an up-to-date alumni database.
- Goal 6. Strengthen Alumni Association relations with students.
- Goal 7. Sustain an actively involved Alumni Board.

Goal 1

Remain Financially Sound

Recommended Actions

1. Continue to review investments results of the College Foundation, as presented by the College Foundation at our semi-annual Board Meetings.
2. Finance & Audit Committee will make yearly recommendations regarding Reserve Account – specifically regarding the creation of a Bob Sand Memorial Fund to be used to fund students with unpaid internship. Funds would be distributed through the ESF Career Fellowships. Additionally, the Committee will review a proposal by the Undergraduate Student Association to renovate the Alumni Lounge.
3. Continue to review the fiscal operation of both the physical and virtual bookstore annually and perform monthly inventory checks.
4. Continue to explore the sale of ESF/Ranger School items at off-campus locations.
5. Continue to expand the benefits package for Alumni Dues and Life Members. Investigate an insurance affinity program and other national discounts. Specifically target discounts that would appeal to GOLD (graduates of the last decade) alumni. Ex: discounts at REI, National Park admission discounts and computer/software discounts.

Goal 2

Promote the Advancement of the College

Recommended Actions

1. Work with the Development Office to identify and develop one Crowd-Funding campaign a year that will support a College initiative.
2. Work with the Development Office to develop an alternative strategy for our returning senior alumni to enhance current unrestricted giving.
3. Work with the Development Office to host one event per year that will promote a specific fund-raising effort.
4. Work with the College to achieve financial stability and identify opportunities for the Alumni and the Association to contribute to the achievement of said goal.
5. Work with the Development Office to create an instructional program for fund-raising relationship building between the academic departments and their alumni. Target two departments per year.
6. Work with Academic Departments and faculty to promote alumni/student/college networking connections. Invite faculty chairs to Exec. Committee meeting to discuss how the departments currently interact with alumni and how we can strengthen the connection between the students and alumni in their specific department.

7. Create a Community Engagement Committee to focus on external connections between the community and the College.
8. Explore support for an Alumni Association funded Faculty/Staff grant program that would provide funding for professional development.

Goal 3

Increase the Visibility of the Alumni Association

Recommended Actions

1. Send the new graduate brochure that highlights the endeavors of the Alumni Association and services available to new graduates in the Welcome New Alumni mailing. Mailing also includes ESF alumni bumper sticker and Welcome letter.
2. Have Alumni Board members available to speak at student events sponsored by the Alumni Association.
3. Continue to utilize social media to promote the Alumni Association. Utilize social media metrics to promote targeted posts
4. Work with two academic departments per year to host an off-campus event.
5. Continue to evaluate and improve the *Alumni E-news* and *Alumni Newsletter*.
6. Develop an informational brochure in conjunction with the College Advancement Team. Brochure will highlight the opportunities to connect with and give-back to the College. This is in addition to the “New Alumni” brochure.

Goal 4

Engage and Recognize Alumni

Recommended Actions

1. In order to engage and recognize young alumni, create a section of the *Alumni Newsletter* for #esfflags photos. All new graduates are given ESF flags and encouraged to take photos in unique locations and post them on social media with the #esfflags.
2. Continue to award the Graduates of Distinction, including the Incipiens Quercu award for young alumni, and the Alumni Outstanding Service Award. Invite prominent local alumni who are not on the Association Board to participate in the selection process.
3. On a quarterly basis, recognize young alumni as outstanding stewards – invite them to be recognized at the Alumni & Family Fall Weekend reception – give award/recognition.
4. Expand alumni who are involved in the Alumni Ambassador program and the ESF Connections program. Send follow-up email with link to all alumni who attend regional alumni-hosted events to encourage participation in these programs.
5. Increase presence on Twitter with advancement/honors tweets. Connect with department chairs to enhance flow of information.
6. Participate in at least one meeting of Academic Governance per year to develop ways to utilize alumni as educators and mentors.
7. Investigate regional environmental stewardship activities and utilize MeetUp as an avenue to promote these activities.
8. Investigate and organize alumni ecological trips plan at least one activity per year. Investigating possible REI trip to Great Smokey Mountains and River Cruise.

Goal 5

Maintain an Up-To-Date Alumni Database

Recommended Actions

1. Continue to explore information for Online Communities through Raiser's Edge – do a cost/savings analysis.
2. Receive training on RE NXT new capabilities regarding address verification and updates.
3. Explore efficiencies for the collection of data to become automated.
4. Analysis/record verification with Ranger School database.
5. Continue to make connections with alumni through LinkedIn and follow up with an email request to complete an update form.

Goal 6

Strengthen Alumni Association Relations with Students

Recommended Actions

1. Continue to award alumni scholarships and recognize recipients within the campus community.
2. Create a one-page informational Welcome Letter for new students to be placed in Orientation Packets. Letter will include information about the Alumni Association and what we do to assist students. (scholarships available, events we host, ESF Connections program, etc.)
3. Meet with Undergraduate Student Association and Graduate Student Association twice a year to gauge ways the Alumni Association can be most helpful.
4. Develop two special editions of the e-news (to be sent during one of our four off-months) that highlight some of our outstanding students (ex: class marshals, student leaders, special research programs).
5. Work with USA and GSA to promote student events that alumni may be invited to attend and support.
6. Continue to sponsor student events.
7. Continue alumni grant program.

Goal 7

Sustain an Actively Involved Alumni Board

Recommended Actions

1. In an effort to gain new Alumni Board Members, allow current members to invite guests to an Executive Committee Meeting or Board Meeting as well as sending notifications of annual board meetings to alumni in the Central New York area.
2. Host an Alumni Board Orientation with expanded training materials for all new Board Members.
3. Host an Annual Alumni Board retreat to help set priorities for the next fiscal year.