

Susquehanna Township



Alumni Association

STRATEGIC PLAN

2013 - 2018

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Alumni Association strategy document

The Susquehanna Township Alumni Association was formed and operates exclusively for the purpose of promoting, supporting, and carrying out programs and activities for the benefit of alumni, current students of the school district, and the community. The association's activities are designed to foster continuing relationships while serving as an educational forum for alumni to maintain contact with the School District and one another; support periodic events for alumni, students, and community at-large; carry out fund raising and other charitable activities for the benefit of the School District's current students; and function as the alumni's official voice in communicating with the School District.

Vision, mission and values

Our vision

To advance the Susquehanna Township High School Alumni Association by serving an involved alumni community and school district.

Our mission

We are committed to promoting lifelong relationships among the Susquehanna Township alumni body, our school district, and community.

Our core values

- **Tradition:** We believe in Susquehanna Township. We cherish the school's rich and vibrant history and will work to enhance its reputation.
- **Integrity:** We keep our promises. Our reputation rests on honesty, fairness, and treating everyone with respect.
- **Service:** We go the extra mile. We provide the highest levels of service to our members, growing alumni community, school district, and community.
- **Quality:** We expect to be judged by standards of excellence in everything we do.
- **Diversity:** We value diversity. We embrace inclusion in everything we do.
- **Innovation:** Our success depends on continuous improvement, adaptability, and embracing change.

Susquehanna Township High School Alumni Association strategy

We will fulfill our vision and mission by focusing on engagement. We must understand and anticipate the needs of our customers, both external (alumni and friends) and internal (district schools). By accomplishing this, the Alumni Association will add significant value to Susquehanna Township as a whole.

Engagement defined: broaden and deepen constituent participation in activities that are sponsored by, or on behalf of, Susquehanna Township with the aim of growing lasting and beneficial relationships that contribute to mutual success.

Susquehanna Township High School Alumni Association goal

Over the next five years, the Susquehanna Township High School Alumni Association will broaden and deepen engagement with the school district, developing more meaningful relationships with alumni, friends, and students.

Susquehanna Township High School Alumni Association objectives

- Increase membership growth
 - Strategic Measures*
 - Increase the number of life-time members to 2000 by 2018
 - Increase the number of student members and create a pathway for their joining after graduation.
 - Increase the number of associate members (friends) to 100 by 2018
 - Increase the number of members recruited through Susquehanna Township High School Alumni Association programs, events, and benefits/services to more than 25 per year by 2018.
 - Develop new benefits and services to attract greater numbers of non-members into membership.

- Strengthen ongoing relationships with alumni and friends through improved volunteer engagement.

- Increase annual giving to Susquehanna Township High School Alumni Association.
 - Strategic Measures*
 - Develop a plan to enhance annual giving methods.
 - Create a plan to reach alumni who are not dues paying members.
 - Develop an on-line strategy for annual giving.
 - Develop new partnerships and entrepreneurial programs as appropriate, based on their potential for generating revenue streams.
 - Increase corporate sponsorship of various Alumni Association programs either in monetary donations or in-kind services.
 - Enhance Alumni association product-line and accessibility.
 - Periodically examine the membership dues structure and adjust as warranted

- Create an early engagement strategy to strengthen the bond between Susquehanna Township High School Alumni Association and its students and young alumni.
 - Strategic Measures*
 - Define a strategy for social networking as a means to communicate with both students and young alumni.
 - Increase the number of student Alumni Association members to 100 by 2018,
 - Develop events and programs that draw students to Alumni Association activities/events introducing them to the Susquehanna Township High School Alumni Association, interesting them, and impressing on them their future roles and obligations as alumni.
 - Develop an interactive Web presence and use it as a tool to engage students and young alumni.
 - Examine the class reunion system and experiment with new reunion or celebration formats designed to bring back younger alumni to Susquehanna Township School District.

- Partner with the school district to design opportunities for students to learn about and become involved in activities of Susquehanna Township High School Alumni Association.
- Develop or Sponsor programs and events to engage young alumni.
- Strengthen and grow our leadership team and volunteers.
 - Strategic Measures*
 - Share knowledge about the Alumni Association and its benefits.
 - Communicate the critical need for alumni volunteers.
 - Provide a clear and concise menu of volunteer opportunities.
 - Develop a volunteer profile.
- Develop funding infrastructure for Scholarship opportunities
 - Strategic Measures*
 - Deploy/Increase use of Crowdfunding tools
- Develop and expand affinity programs.
- Develop a communication program to reach alumni, students, faculty/staff, and the community.
- Ensure the preservation of historical records and memorabilia.
 - Partner with the school district to consolidate and archive all records and memorabilia.
- Develop recognition programs to promote our alumni and the Susquehanna Township School District.
 - Create a Hall / Wall Of Fame awards program
- Provide the necessary financial stability that will allow us to succeed.

