

**Departments or Office** EMU Alumni Office, COE Development Officer, COE Dean's Office

**Goal 4.** Present a viable and positive image of the COE at EMU to the public and important constituencies.  
**Benchmark 1.** Meet, reconnect, and celebrate our alumni.

### Objectives

1. Grow our relationships with alumni to increase program support and growth.
2. To increase significantly the number of alumni with whom we interact each year.
3. To have these alumni interactions happen with increasing attention to specific alumni needs and characteristics.

### Strategies

- a. Hire an HESA master's student as an intern to work with the Dean and the COE development officer to develop and plan ways to reach out to alumni.
- b. Use COE Social media and email segmented by kinds of alumni (for example: recent, mid-career, and late-career or retired) and send regular updates and information about the COE
- c. Create and disseminate targeted alumni engagement/enrollment survey and marketing to capture/update alumni data.
- d. Share assessed results of survey with alumni population and communicate how we will be addressing their needs/preferences.
- e. Develop and execute strategies to collaborate with campus programs/events or plan events that align with the needs of COE alumni/donors including regional receptions.

### Measurable Outcomes

1. In-state alumni events
  - a. **FY 20:** Hold at least one event
  - b. **FY21:** Hold at least two events
  - c. **FY221-FY24:** Hold at least four events
2. Tabulate and analyze data from alumni surveys the sample survey results to determine if successful.
  - a. **FY20:** Success is based upon the capturing of accurate contact information, teaching information, and alumni focus/interests.
  - b. **FY21:** Details of changes made after annually after review of previous event.
3. Number of direct interactions with specific alumni:
  - a. **FY20:** Increase the number of interactions by 10 or more. Baseline data is from FY19.
  - b. **FY21:** Increase the number of interactions by 10 or more. Baseline data is from FY20.
  - c. **FY22-FY24:** maintain or increase the number of interactions as done in FY21.

**\$ needed**

1. Hire HESA intern
  - a. **FY20-FY24:** Annual cost of \$1,500 (?)
2. Printing and mailings
  - a. **FY20-FY24:** annual cost of \$500
3. Alumni events; Cost share with Alumni Office when possible:
  - i. **FY20:** COE contribution \$1,500
  - ii. **FY21:** COE contribution \$3,000
  - iii. **FY22-FY24:** COE contribution \$6,000
- b. Costs not explored yet

**Data Sources**

- a. Records from individual events.
- b. EMU Alumni Office annual reports
- c. COE Annual report.
- d. Survey data and analysis

**Persons responsible for Data**

- a. Mike
- b. Christa
- c. COE HESA intern

**Parked strategies and notes for later-year consideration**