

UAF Alumni Association

2021 – 2025 Strategic Plan

Our Vision & Core Purpose : <i>Nanook Nation: Leaders Connected</i>
Our Mission: <i>We serve the UAF community – magnifying its impact on the World by celebrating and investing in Nanook Nation.</i>
Our Core Values: Engagement - Productivity - Fidelity - Diversity - Comradery - Collaboration
Our Long-term Strategic Outcomes: Establish UAFAA Brand - “Gold Standard” Governance - Grow UAFAA Influence - Active Global Network - More and Engaged Members

2021 - 2025 Objectives and Initiatives		
Short Term Strategy Objectives	Very Short-term initiative ideas and work plan	
<u>Objectives</u>	<u>Spring-Summer 2023 Initiatives & Work Priorities</u>	
Stakeholder/Customer/Who We Serve 1. Embody the “Nanook Spirit” 2. Grow our Brand 3. Support Campus Projects 4. Improve Global Engagement	Must do without delay: 1. Nanook Network a. Mentoring b. Engage Networks 2. Communication & Marketing Plan a. Membership marketing b. Branding opportunities i. UAFAA postcards to all alumni High Priority: 3. Fundraising a. Benefactor Fund stewardship Medium Priority: 4. Rural Student Services Partnership 5. Veteran's Memorial Low Priority (can wait) 6. Naming Opportunity on Campus 7. Board member phone trees 8. New board member mentors 9. Board Document Portal 10. Board professional development 11. Blue and Gold/Rendezvous 12. Awards and Scholarships 13. Volunteer coordination 15. BOD skills/strengths assessment	
Stewardship/Finance 5. Maximize Facility & Fiscal Resources 6. Cultivate Donors 7. Improve Funding		
Internal Operations/Doing the Work 8. Increase Student Support 9. Improve Internal Networks 10. Improve External Networks 11. Improve Membership Development		
Learning & Growth/Preparing our Workforce 12. Improve Board Effectiveness 13. Improve Staff Capacity		Completed Additional staff member Engage ASUAF Legislative Advocacy Portal Chapters to Networks Parking Lot 1. Totem Pole Project 2. Automation 3. Stop doing stuff 4. Every graduate a member

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2021 UAFAA SWOT Analysis – this is our story! ☺

Our Enablers (Strengths & Opportunities)	Our Challenges (Threats & Weaknesses)
<p>STRENGTHS</p> <p>Diverse board, geographically well represented Opportunities for alumni to connect We are alumni willing to help Support positive and essential projects for students Recognize alumni achievements Love for the institution Independence! 501c3 Recognized brand on campus Keeps me connected to UAF We are Alaskans! We get things done Dedicated board Active community of alumni in Fairbanks Network of UAF alumni with a shared interest in the success of UAF Executive director's leadership Scholarship support Diversity of thought and experience on the board Provide financial support to UAF organizations Providing a way to stay connected to the university</p> <p>OPPORTUNITIES</p> <p>Grow the brand Grow the donor base via the Benefactor Fund Grow the relationship with UAF athletics A well-developed website Engage younger alums Free membership – Every alum is a member Growing membership numbers outside Alaska Nanook Network Classes and seminars for alumni Chapters or regional affiliation Partner with Admissions and recruitment Stewardship plan for Lifetime members Partnerships with alumni-owned businesses Naming campus landmarks after alums Connect alumni through arts and cultural events</p>	<p>WEAKNESSES</p> <p>ED duties only 15% of position description Lack of resources and support staff for ED The only times alumni are contacted are for money Unaware of how much we give to UAF Paying dues excludes many Alumni don't know who we are Not engaging with younger alums Difficult to get alumni to run for the board Board transparency Ineffective at engaging current students Lack of meaningful outreach to alumni outside AK Board gets bogged down in the weeds</p> <p>THREATS</p> <p>Decreasing budget, brain drain Not finding the right people to fill board seats Diminished membership and relevance More difficult political landscape The struggle to be relevant to new or recent graduates Petty internal politics Us vs. them when dealing with the university. Failure of membership to grow proportionately Lack of awareness on value of higher education Infighting amongst the three universities Becoming too clubby and clicky; Member apathy</p>