Student Alumnae Committee Goals

Based on 2008 SWOT Analysis

Market the Alumnae Board of Directors

- Short Term (prior to Spring ’09 – What we’re already doing.)
  - SAS GUP: the formal program AND mingling afterward with students/passing out biz cards/offering follow-up networking opportunities.
  - Student Meetings: hearing student perspectives AND getting the word out to campus leaders that the Directors are on campus twice a year.

- Long Term (post Spring ’09 – Brainstorm of new ideas and initiatives.)
  - Continuing education programs – possibly combining student and alumnae together in courses? (Christian Culture Lecture as example)
  - Look for ways to better advertise the Board/Board's presence on campus with paper table tents in the dining hall, or a banner at the student center.

Connect Alumnae to College programming

- Short Term (prior to Spring ’09 – What we’re already doing.)
  - Board participation in DSLC: showcasing the leadership of Board members and their willingness to help mentor prospective students/students.
  - Past participation in Midnight Madness, Dance Marathon (treasury), etc.

- Long Term (post Spring ’09 – Brainstorm of new ideas and initiatives.)
  - Listserv of college events – similar to athletics updates but for Student Involvement office
  - Alumnae access to SMC@home intranet page
  - Looking to collaborate with on-campus groups to develop a SAS program for the spring
  - Better collaboration with the Career Crossings Office.
  - Sending SGA calendar of events to all alumnae

Networking (formal events, etc.)

- Short Term (prior to Spring ’09 – What we’re already doing.)
  - SAS GUP
  - Student Meetings

- Long Term (post Spring ’09 – Brainstorm of new ideas and initiatives.)
  - Engage students in summer alumnae programming (i.e. New Road, No Rules, Reunion, etc.)
  - Alumnae Mentors for students
  - Developing ways to introduce graduating seniors to their local alumnae clubs/getting them involved so there is a seamless transition between campus life and post-campus life. Perhaps club presidents could be notified immediately with the contact info for graduating seniors who are intending to settle in their club area. Or simply giving all graduating seniors a small laminated card with the
website address for the club directories page—something they could tuck in their purse and then rediscover once their mind is clear after graduation week.

- Invite clubs to lunch/coffee when students make trips to the location—example—BOG bus trip in March, getting together with all Chicago clubs.
- Have club presidents to contact Alumnae Commissioner when a member of their club does something substantial, but doesn’t always make the main stream media. Hopefully, this will create a constant buzz around campus that alumnae are doing great things every day

Reconnect with All Alumnae

- Short Term (prior to Spring ’09 – What we’re already doing.)
  - Marketing ourselves to new alumnae (current students)
  - Encouraging engagement post graduation (at student meetings, etc.)
- Long Term (post Spring ’09 – Brainstorm of new ideas and initiatives.)
  - Encourage Alumnae participation in campus/student events (via publications – Courier, Club Connections, Emails, Liaison Contacts, Belle Network, notifying the CCO when their company has a job opening for students/alums, etc.)
  - Work with students to identify alum in their area (reverse recruitment)