

# STRATEGIC PLANNING FRAMEWORK

## MISSION AND VISION

The mission of the Pitt Alumni Association is to engage and enrich alumni and students and to support the advancement of the University of Pittsburgh. The vision for the Association is to be the gateway for a global network of alumni and students who champion the University and each other.

## VALUES

With respect for each other and our rich traditions, the Pitt Alumni Association embraces as core values:

- ACCOUNTABILITY
- DIVERSITY
- EXCELLENCE
- RELATIONSHIPS
- TRADITIONS

## STRATEGIC PRIORITIES

To advance our mission and vision, we have defined a set of strategic priorities that will be the foundation of our plan to strengthen the Pitt alumni community and the contributions it will make to the continual advancement of the University of Pittsburgh.

### ENGAGE ALUMNI

Expand **regional** groups in U.S. and **international** groups throughout the world.

Provide relevant **programming** that will inspire alumni to build lifelong relationships with Pitt and each other.

Connect **young alumni** through the development and delivery of innovative programming.

Engage alumni in meaningful **volunteer opportunities** and cultivate and retain key volunteers.

Produce quality alumni **award programs** that acknowledge alumni accomplishments and inspire Pitt pride.

Identify ways to incorporate **stewardship** of life members into all alumni relations activities.

### BUILD ALUMNI COMMUNITY STRENGTH

Preserve and promote **Pitt traditions** that build affinity.

Manage programs that provide alumni with opportunities to **advocate** for the University.

Encourage community and campus-wide **collaboration** that advance alumni initiatives.

Celebrate **Homecoming** through University-wide impact events.

**Showcase the University** by communicating Pitt accomplishments through strategic and diverse initiatives.

Promote and highlight **Heinz Chapel** to alumni and the community.

### ENHANCE STUDENT ALUMNI EXPERIENCE

Enhance and elevate **networking** opportunities that connect students to alumni.

Sustain current **alumni scholarship** programs

Initiate life-long connections to Pitt by elevating the **Student Alumni Association**.

Promote awareness and encourage students to participate in **Pitt traditions**.

Strengthen the **Blue and Gold Society** to increase the impact of their role as student ambassadors.

Educate and encourage **student leaders** to promote the alumni association.

### BUILD EFFECTIVE PARTNERSHIPS

Increase **collaboration** with Pitt schools, colleges, and regional campuses.

Develop and deliver strong and effective **affinity programs**.

Employ strategic alumni **communications** that increase brand recognition and awareness.

Enhance career services by strengthening Pitt's LinkedIn community and developing an Alumni **Career Services** department.

Employ effective **social media** strategies to enhance alumni communications.

Inspire alumni and fan engagement through **Pitt Athletic** events.

### MANAGE THE GROWTH OF THE ASSOCIATION

Marshall financial resources for **technology and physical space improvements** to accommodate operational efficiency.

Evaluate the effectiveness of current alumni **communication efficiency** and effectiveness

Recruit and retain **diverse and productive staff** with skill-sets needed to achieve alumni relations goals.

Develop **volunteers and alumni leaders** to enhance meaningful alumni participation.

Create targeted programs and **giving opportunities** for alumni to support association programs.

Evaluate **programming and events** to incorporate a fee based structure