TULANE ALUMNI ASSOCIATION
OFFICE OF ALUMNI
RELATIONS

SUMMARY OF STRATEGIC GOALS, OBJECTIVES, 2016-2019

Tulane Alumni Association Mission Statement

“The Tulane Alumni Association creates opportunities that connect alumni, foster loyalty to the University, and enhance the lifelong Tulane experience.”

Jointly, the Tulane Alumni Association and the Office of Alumni Relations – with partners throughout the University – have strengthened the roles alumni play as vital leaders of and advocates for the University. To inspire lifelong engagement and demonstrate the lifetime value of alumni to the University, we have committed to the following strategic goals and objectives for implementation through June 2019.

**STRATEGIC GOAL 1 - CATALYZE ALUMNI TO CONNECT AND CONTRIBUTE TO A STRONGER FUTURE FOR TULANE THROUGH THE FOREVER GREEN ENGAGEMENT CHALLENGE.**

Objective 1.1 Design, launch, and sustain an engagement challenge that fully complements and supports University campaigns.

Objective 1.2 Promote Tulane loyalty through the Forever Green brand identity.

Objective 1.3 Connect alumni directly with Tulane through a range of programs and channels.

Objective 1.4 Use robust quantitative and qualitative measures to manage the quality and success of engagement programs.

**STRATEGIC GOAL 2 - GALVANIZE THE ALUMNI NETWORK INTO A RESPECTED, HIGHLY-VALUED COMMUNITY BENEFITTING ALUMNI, THE UNIVERSITY AND THE WORLD.**

Objective 2.1 Maximize the lifelong value of the Tulane Alumni Association as a benefit of being part of the Tulane community.

Objective 2.2 Strengthen career opportunities and lifetime enrichment within the alumni network.
Objective 2.3 Highlight academic excellence, institutional achievements and alumni accomplishments to elevate the prestige of the University.

Objective 2.4 Use meaningful metrics to measure the mutual benefits to both alumni and the University.

STRATEGIC GOAL 3 - CULTIVATE STUDENTS AS FUTURE ALUMNI WITH AN ENDURING COMMITMENT TO THE TULANE NETWORK AND THE UNIVERSITY.

Objective 3.1 Inspire students about the power of the alumni network by integrating alumni into student life.

Objective 3.2 Engage students in full participation in the Tulane alumni network.

STRATEGIC GOAL 4 - SERVE AS STRATEGIC PARTNERS WHO BRIDGE ALUMNI AND THE UNIVERSITY.

Objective 4.1 Partner and coordinate with all University departments that interact with alumni.

Objective 4.2 Integrate with Development to further University advancement including awareness and support of campaigns.

Objective 4.3 Utilize new technologies to amplify our reach, bridge geographic boundaries and deliver alumni engagement in a digital form.

STRATEGIC GOAL 5 – FOSTER OUTSTANDING VOLUNTEER LEADERSHIP IN SERVICE TO THE UNIVERSITY.

Objective 5.1 Elevate stature, visibility and role of TAA leaders comparable to the highest levels of service to the University.

Objective 5.2 Create a culture of gratitude and recognition of alumni volunteers.