Tulane Alumni Association
2007-2010 STRATEGIC PLAN

Mission

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

Initiatives	Action Steps
Connecting with Alumni	Partner with Career Services to create career panels, student internships, and assist with job placement Send letters to graduates within 60 days Club Presidents and Board help locate alumni Increase attendance at events
Building and Rebuilding the TAA Image	Increase number of “touches” from 10K to 20K Create live stream “did you know . . .” videos Organize a National Day of Service
Developing Volunteer Leadership	Review club presidents handbook and provide consistent training for new presidents Clubs understand TAA mission, annual gift and meeting participation expectations Re-institute coordinator travel to the clubs
Finding Resource Support and Funding for Programs	Sustain club event self-sufficiency Target events for sponsorship and fundraising Have a consistent voice regarding board giving
Connecting with Students	Pursue info on best practices from 5 peer schools Increase number of Hometown Parties Develop unique programs for each class level Create “did you know” brochure for students