

# HHD Alumni Society Board

## 2021-25 Strategic Plan

July 1, 2021

# 2021-2025 Strategic Plan

## Initiatives

**Goal 1 – Create and implement new and innovative programs consistent with the vision and mission of the board and that are supportive of the current long-range plan of the College of Health and Human Development.**

Strategic Action 1a. Identify multicultural student interests groups and collaborate with them on volunteer opportunities and networking events with the alumni board.

Strategic Action 1b. Develop a student and/or alumni society award (given by the board) recognizing community outreach that focuses on diversity, inclusion and equity.

Strategic Action 1c. Create engagement opportunities with the following student groups: HHD Ambassadors, HHD Blue and White Society, World Campus Student Society, and department student groups including but not limited to department societies and special interests groups.

Strategic Action 1d. Invite Penn State community based student organizations to attend board meetings and discuss how the board can support their goals and needs.

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**Goal 2 – Enhance existing programs that fulfill the board's mission to engage students in concert with the college's long-range plan.**

Strategic Action 2a. Invite all student groups to participate in career networking and professional development opportunities; specific efforts should be made to engage under-represented populations and graduate students.

Strategic Action 2b. Support various student assistance programs benefitting HHD students such as college emergency assistance funds and the food pantry (help to increase visibility, encourage donations, and become involved as a board in related programming.)

Strategic Action 2c. Monitor and evaluate HHD alumni speaker series (and other college speaker series) to determine if all populations are represented and take steps to help ensure diversity among speakers and topics.

Strategic Action 2d. Promote the Millennium Scholars Program through alumni and industry networks; encourage donations/ financial support.

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**Goal 3 – Enhance the sustainability of the Alumni Society Board through engaging new and existing members and Affiliate Program Groups.**

Strategic Action 3a. Implement a best practices guide for APGs including succession plans, volunteer planning guides, and proper implementation of the MAC's framework.

Strategic Action 3b. Recommend an annual interdepartmental meeting among multiple AGP's with similar interests to discuss communications, recruitment, miscellaneous needs, and ways to enhance diversity.

Strategic Action 3c. Working with APG faculty liaisons, communicate directly with seniors and GOLD alumni encouraging alumni participation upon graduation.

Strategic Action 3d. Encourage representation from each APG to attend the Alumni Leadership Conference and seek funding support from the College of HHD.

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**Goal 4 – Affirm alumni support of, and connection to, the college and the university via the advancement of the college and its programs.**

Strategic Action 4a. Determine how each Academic Department reaches out and engages their alumni and recent graduates. Utilize the board and APGs to provide assistance as possible through direct communication, use of social media, and highlighting of alumni accomplishments.

Strategic Action 4b. Organize a group of faculty members (department champions) from the College of HHD that have strong connections with alumni; use these individuals as a direct line of communication to promote opportunities for involvement and to encourage membership in PSAA.

Strategic Action 4c. Encourage event organizers to follow-up with participants to foster their continued involvement and connection to the University.

Strategic Action 4d. As much as possible, utilize virtual opportunities to keep geographically dispersed alumni engaged throughout the year.

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**Goal 5 – Continuously improve the board through enhanced connections and communication, including ongoing engagement of the Petersen Society.**

Strategic Action 5a. Emphasize that a high priority of *The Advancement Committee* is to engage and communicate with current and future members of the Petersen Society including: the creation of a membership directory, communication of board meeting information, event invitations, and new membership orientations.

Strategic Action 5b. Create on-campus engagement opportunities for members of the Petersen Society with student involvement. Consider ways of engaging Petersen Society members in conjunction with off-campus regional events.

Strategic Action 5c. Require the President of the HHD Alumni Board (and college leadership, if possible) to address all members of the Petersen Society once per year in order to provide an update on the state of the board.