

***I. Vision (optional)***

The Office of Alumni Relations will identify where the needs and priorities of alumni overlap with those of students and the university. We will work with alumni to create programs that address these interests. These efforts will give alumni a greater voice in the present and future of UMD.

***II. Values (optional)***

***III. Mission***

The Office of Alumni Relations creates opportunities for alumni to learn, reconnect, contribute to the direction of their university, and celebrate their UMD pride.

***IV. Goals***

***Alumni Relations Goals Mapped to the UMD and Student Life Strategic Plans***

<b>Alumni Relations Goals</b>	<b>Mapping to University Goals</b>	<b>Mapping to Student Life Goals</b>
<p><b>Goal Area 1: Volunteerism</b></p> <p>Develop programs that enable alumni who want to contribute their time and talent to UMD to find meaningful volunteer roles. Identify volunteers, guide them to appropriate roles, and acknowledge their contributions.</p>	2, 6	1.1, 3.2, 3.3, 4.1, 4.4, 5.3
<p><b>Goal Area 2: Anti-Racism and Inclusivity</b></p> <p>Design programs and communications that accurately reflect the student and alumni experience, acknowledge the impact of racism and other forms of prejudice, and work toward building a more inclusive</p>	2	2.1, 2.2

culture at UMD.		
<p><b>Goal Area 3: Outreach</b></p> <p>Create methods of outreach that bring UMD resources and institutional pride to alumni and community members in places where they live and work.</p>	4, 5	4.1, 4.3, 4.4
<p><b>Goal Area 4: Collaboration</b></p> <p>Focus on collaboration and partnerships with internal and external units to help further the mission of Alumni Relations.</p>	6	3.2, 4.4, 5.1, 5.3

***V. Objectives/Outcomes/Assessment***

<b>Objective/Outcome</b>	<b>Mapping to Department Goal</b>	<b>Assessment Strategy</b>
Objective 1: Develop the Bulldogs of the Last Decade (BOLD) leadership team to strengthen the identity, communication, and programming of recent alumni initiatives.	1, 3	2-3 co-sponsored AR virtual events (host or provide topic ideas). Monthly communication targeted for recent alumni (e-news, targeted email, social media).
Objective 2: Continue to create new volunteer opportunities for alumni both at UMD and in their communities while abiding by social distancing guidelines.	1, 3, 4	Design two socially distanced service projects; create at least one new role for volunteers to give back to UMD.
Objective 3: Expand the Mentor Program to include more students.	1, 3, 4	Minimum of 90 student participants.
Objective 4: Build on recent success of new virtual programming including Virtual Bulldogs Behind the	2, 3, 4	24 virtual events and programs.

Scenes, Resiliency Webchats, and other programs.		
Objective 5: Transition to leadership role of Family Weekend.	3, 4	Design and implement virtual Family Weekend program in fall 2020.
Objective 6: Create virtual Homecoming in fall 2020.	3, 4	Use of multiple platforms to offer virtual programs on several days during Homecoming week.
Objective 7: Enhance the ability to assess events and programs.	1, 2, 3, 4	Individual goal-setting (alignment with department plans and metrics); standardization in post-event functions (surveys and data entry); strategic alumni outreach at events.
Objective 8: Create new opportunities for alumni to learn about anti-racism perspectives and training.	2, 3, 4	Develop virtual events, service projects, and online communications with ties to UMD's efforts to combat racism.
Objective 9: Improve staff awareness of anti-racism and inclusivity through training and group activities.	2	Read and reflect on book with anti-racism focus; complete online trainings.