

I. Vision

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

Alumni Relations Goals	Mapping to University Goals	Mapping to Student Life Goals
<p>Goal Area 1: Volunteerism</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>Goal Area 2: Anti-Racism and Inclusivity</p> <p>Design programs and communications that accurately reflect the student and alumni experience, acknowledge the impact of racism and other forms of</p>	2	2.1, 2.2

prejudice, and work toward building a more inclusive culture at UMD.		
<p>Goal Area 3: Outreach</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>Goal Area 4: Collaboration</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

Objective/Outcome	Mapping to Department Goal	Assessment Strategy
Objective 1: Strengthen social relationships among recent graduates through BOLD guided networking initiatives.	1, 3	Host 1 virtual or in-person networking event in collaboration with BOLD.
Objective 2: Provide career and professional development opportunities for young alumni.	1, 3, 4	Host 3 virtual professional development Alumni Skills Series events with support and direction from BOLD leadership.
Objective 3: Expand the Mentor Program to include more students.	1, 3, 4	Incorporate 120 student and 120 mentor participants.
Objective 4: Expand on virtual affinity reunion program launched in 2021-22.	2, 3, 4	Revisit 2021-22 partnerships; identify new partners in each of four colleges.

Objective 5: Launch alumni book club.	2, 3, 4	Successful program launch; minimum of 3 book club meetings.
Objective 6: Create volunteer-hosted regional events similar to past watch parties and Bulldogs on the Block events.	1, 3	Development and execution of volunteer-hosted regional events.
Objective 7: Review and refresh Alumni Relations-managed websites to create more user-friendly content.	1, 3, 4	Complete Drupal migration for Alumni Relations-managed websites. Refresh websites using new tools.
Objective 8: Create new opportunities for alumni to learn about and experience anti-racism perspectives.	2, 3, 4	Incorporate anti-racist practices into alumni events, volunteer programs, and communications.
Objective 9: Improve staff awareness of anti-racism and inclusivity through training and group activities.	2	Completion of team activities (e.g. readings and discussion) and training.