



Strategic Plan July 1, 2016 – June 30, 2018

**As reviewed and approved by CAU Board of Trustee
Chair, Alex Cummings &
CAU President Ronald A. Johnson, Ph.D.
02/2016**



**As presented and approved by the CAUAA National Board of Directors –
August 2015**

CAUAA, Inc. Mission

National CAUAA 2016 - 2018

To connect alumni with the University; recruit qualified students; sustain alumni membership; and create fundraising opportunities which benefit the investment in the future of Clark Atlanta University.

CAUAA, Inc. Vision

**National CAUAA
2016 - 2018**

**To develop a dedicated,
servant-leading,
international alumni
association whose
membership is
committed to assisting
Clark Atlanta University.**

CAUAA, Inc. Overarching Strategy Discussion

Overarching Strategy

The Clark Atlanta University Alumni Association's overarching strategy speaks to how and what are the main focuses for the national, chapters, affiliates, focus groups, and members to adhere.

Overarching Strategies for all Chapters & Affiliates

Mentor/Mentee

Engagement: Develop, formalize, and implement initiatives that link alumni – student relationships through networking and mentorship.

- **Marketing, Branding, & Communications:** Maintain and improve upon communication between alumni & through targeted, creative branding, and timely messaging of events. Use Target market approach for select groups for maximum awareness.

- **Program Development:** Develop programs that showcase the value of alumni and programs through which alumni can assist the University in achieving its goals

- **Financial Stability:** Contribute to the University's annual fund campaign to raise money in the University's unrestricted fund. In addition, begin to encourage and increase alumni participation rates by giving.

- **Financial Support:** Promote and garner financial support in the form of scholarships for future and current students attending CAU.

- **Recruitment/ Retention (Alumni & Students):** Recruit and retain the existing and next generation of leaders to join CAUAA National and Local Chapters and Affiliates.

CAUAA, Inc. Goals

National CAUAA 2016 – 2018 Goals

- (1.) Increase and retain new alumni membership by 25% year over year in order to reach a total goal of 5,000 (1,500 net each year) members by June 30, 2018.
- (2.) Co-Launch a partnership between CAU/CAUAA, Inc. to begin a \$1M year or year fundraising campaign targeted toward the alumni base by June 30, 2018.
- (3.) Partner with CAU to assist in the recruitment of 100 new CAU students each fiscal year; while assisting to retention of students by 15% ending June 30, 2018.



CAUAA, Inc. Core Purpose & Values

Our Core Purpose 2016 - 2018

CAUAA, Inc. exists to keep all members engaged, informed, contributing financially to CAU, and to develop a sense of personal commitment to the University.

CAUAA 2016 - 2018 7 Core Values

*“Integrity, Empathy,
Respect, Ethical Behavior,
Transparency, Innovation,
and Teamwork.”*



2016 CAUAA, Inc. Tactical Development Plan

Goals:	January 16	February 16	March 16	April 16	May 16	June 16
<p>Increase Alumni Membership by 25% or more year over year in order to reach a goal of 5,000 members by June 30, 2018</p>						
<p>Co-Launch a partnership between CAU/CAUAA, Inc. to kick-off and raise \$1M campaign targeted toward the alumni base by June 30, 2018.</p>						
<p>Partner to assist in the recruitment of 100 new CAU students each fiscal year; recruit 25 recent alumni (classes 2000-2016) each fiscal year; and ensure the retention of alumni in the association by 2% each fiscal year</p>						



CAUAA, Inc. 2016 Work Plan

	Chapter Development/Training	Student Recruitment/Alumni Retention	Fundraising/Scholarships	Membership – Young & Seasoned	Budget/Finance	Alumni Mentoring Programs	External Courtesy /Internal Communications
TEAM DEVELOPMENT	Tony Smith/Apryl Smith	Shaunte' Norris/ Calvin Briggs	Rick Robinson/ Devin White	Raymond DeLoatch/ Maurice Fitts-Page	Robert Cunningham/ Revonna Mitchell	Marshall Taggart/Corey Echols	Catrinia Owens/Phinda Hillmon
Chapter /Alumni Affiliate							
1.0							
2.0							
CAU Faculty Contacts							
1.0							
2.0							
3.0							
4.0							
CAU Staff Contacts							
1.0							
2.0							
3.0							
CAU Alumni Contacts							
1.0							
2.0							
CAU Students							
1.0							

