



ALUMNI ASSOCIATION
Illinois State University



Illinois State University Alumni Association

Strategic Vision Statement

February 2021

Purpose

The Illinois State University Alumni Association Board of Directors has established a new strategic vision in order to:

1. Reinforce its identity as a board

Publicly stating our vision, goals, and priorities confirms our intentions to our stakeholders and communities.

2. Align goals, priorities, and actions with the University

Tying our strategic directions and objectives to Illinois State University's strategic plan further cements our partnership with our alma mater.

3. Maximize value provided to alumni

We seek to recognize, build, and promote our alumni community through programming, networks, and resources.

Strategic Directions and Objectives

Our strategic vision intentionally provides guidance, and not specific direction, on the decisions and activities of the Alumni Association. Composed of four strategic directions, our high-level goals and their corresponding objectives articulate an outline of our approach to achieving the stated goals.

Enhance Strength, Sustainability, and Stability of the Alumni Association

- Organize to achieve our mission and goals
- Support and partner with other alumni networks
- Serve as an ally, advocate, and ambassador for Illinois State University

Foster Innovation within Alumni Initiatives

- Recognize and celebrate unique alumni achievement
- Promote engagement to increase alumni reach
- Ensure financial stewardship for scholarships and programs

Nurture Diversity and Inclusion with Alumni Experiences

- Amplify and align to the University's diversity and inclusion initiatives
- Build a sustainable board development strategy on diversity, equity, inclusion, and access
- Foster an inclusive and diverse Alumni Association

Enrich Engagement within the Alumni Community

- Help students transition into engaged alumni
- Share ISU traditions, news, and information with others
- Seek input and insights from alumni and network leaders