

Michigan Tech Advancement and Alumni Engagement Sense of Belonging Strategic Plan

Planning Domain: Climate		Monitor/Team Leader: Bill Roberts	
Goal #1: Enhance the sense of belonging among AAE staff, alumni, and friends by expanding volunteerism, broadening engagement efforts, and increasing fundraising opportunities.			
Projected Outcomes from Baseline:		Timeline: Spring 2024 and 2024-25 academic year	Actual Outcomes (report at end of project):
1. Broader participation in AAE activities from varying sectors of our alumni base.			
2. An adaptive work environment for AAE staff.			
Action Items:			Timeline:
1. Foster a sense of belonging in all AAE publications and communications which will be accomplished in consultation with UMC regarding best practices.			Ongoing
2. Partner with engagement and belonging campus champions creating gift proposals, donor stewardship and other relevant AAE activities. <ul style="list-style-type: none"> a. Partner with three to five engagement and belonging campus champions to enhance fundraising activities. b. Develop fundraising goals and strategy with engagement and belonging champions. c. Execute fundraising strategy with our campus champions. 			Fall 2024
3. Continue existing and create new opportunities for alumni to participate in volunteer activities, events, and other programming interacting with alumni, current, and prospective students from a wide variety of backgrounds, including veteran and neuro-diverse populations. Strategically engage with the Center for Educational Outreach and the VPDI, ROTC (Army & Air Force) and other areas. <ul style="list-style-type: none"> a. Continue to partner with the Center for Educational Outreach on volunteer activities and events available for alumni to participate in, or volunteer at including but not limited to events like: Tomorrow's Talent Series, SC4 STEMFest, and others. b. Continue to partner with the Student Leadership & Involvement Office on engaging alumni all over the country in community service under the "Make a Difference" umbrella. c. Increase the number of active alumni regions and enhance the variety of service opportunities. d. Engage with multiple constituencies and a wide variety of volunteers in continuing to support Tech traditions such as the annual A4 picnic and other events. e. In partnership with alumni champions, develop a Veteran's event for alumni veterans. 			Ongoing
4. Create a comfortable and professional space within the ATDC to accommodate new mothers.			Spring 2024
Notes/Assessment Plan:			