

McDANIEL COLLEGE
Alumni Association
Strategic Plan 2013-2018

Executive Summary

In July, 2010, the President of McDaniel College, Dr. Roger Casey, recommended the appointment of a Presidential Task Force to conduct an in-depth study of the Alumni Association and its effectiveness to engage alumni with their alma mater. It was determined that this was a critical and opportune time in the life of the College to examine the Alumni Association.

In September, 2011, the Task Force Final Report was presented to Dr. Casey. From the key findings in this report, implementation committees were formed to focus on ten areas: Activities and Events, Awards, Board of Trustees, Communication, Graduate Alumni, Identity and Brand, National Reports and Rankings, Strategic Plan, Structure and Governance, Traditions and Trust. These committees commenced work in January, 2012. This Strategic Plan is a major byproduct of this work designed to steer the Alumni Association through the next five years. This plan will be the overarching guide for the Alumni Association with individual action plans created by the Members-At-Large and standing committees on an annual basis.

Vision

To be a national model for small liberal arts colleges in alumni communication, coordination, connection, and commitment towards the advancement of McDaniel as a college that changes lives.

Mission Statement

The McDaniel College Alumni Association represents graduates of Western Maryland College and McDaniel College and promotes and supports the mission of the College, which puts past, present, and future students first. The Association celebrates the traditions of the institution and fosters lifelong and mutually beneficial relationships between McDaniel College and its alumni.

Goals and Objectives

1. Develop and maintain a strong Alumni Association that supports McDaniel College's mission of "students first."
 - 1.1. Engage alumni to support the College's curriculum, physical and virtual campus, faculty and programs through volunteerism and fundraising
 - 1.2. Support alumni and student interaction and connections that reinforce the broader college family through innovative programs, events, and communication
2. Connect all Alumni with students, faculty and the broader college family through a range of programs and events.
 - 2.1. Support current students in their efforts to continue traditions of Western Maryland College and McDaniel College
 - 2.2. Develop regional chapters to support McDaniel College's growing national and international student base
 - 2.3. Develop innovative programs that allow all alumni, regardless of location, to remain connected to McDaniel College
3. Ensure the structure and governance needed to maintain a strong and active Alumni Association.
 - 3.1. Promote a unique Alumni Association brand and identity that supports the college mission
 - 3.2. Maintain a governance structure that supports broad alumni engagement
 - 3.3. Ensure coordination and communication with the College's Board of Trustees, faculty, and administration