Alumni Engagement Planning Tool for UM-Flint Units

Thank you for your interest in working to engage the alumni of the _____________________________. This document is intended to clarify the goals of your department and to provide information about the assets available to achieve those goals. Completing this tool will assist the Office of Development and Alumni Relations to identify the initial steps needed to assist you in your efforts. Please do not hesitate to contact us with any questions you may have about this tool.

**Goals** - List the top three goals for your department with regard to engaging alumni. Please provide any details to help us understand the strategic reasoning behind these goals.

Goal 1.

Goal 2.

Goal 3.
Communications - Please answer the following questions related to your department’s communications efforts.

1. Does your department have an existing communication plan? Yes/No
   a. If you answered yes, please provide the latest copy to the Alumni Relations staff.
   b. If you answered no, do you expect to develop one in the future? Yes/No

2. Does your department currently publish any regularly scheduled print or electronic communications? (Newsletters, email announcements, etc.) Yes/No
   a. If you answered yes, who is responsible for this work?
   b. If you answered no, do you expect to begin producing communications in the future?

3. Does your department maintain any lists of alumni emails, mailing addresses, etc.? Yes/No
   a. If you answered yes, do you provide updates to the Alumni Relations Department? Yes/No

4. Does your department website have the following?
   a. A link for alumni to update their contact/employment information - Yes/No
   b. A link for donors to give to your department – Yes/No
   c. A section featuring alumni stories or testimonials – Yes/No
   d. A calendar of upcoming events – Yes/No
Events – Events are a significant aspect of alumni engagement. Please answer these questions about your department’s events.

1. If your department hosts regular or signature events, please list those here along with a brief description of the event. If possible, please include the date or time of year that these events will take place. (day/month) or (spring, summer, fall, winter) Include additional pages if necessary.

2. Please list any significant milestones coming up for your department such as faculty retirements, department anniversaries, etc.
Resources - Resources to engage alumni come from a variety of places including the Development and Alumni Relations Office, dean’s offices, academic departments, the University of Michigan Alumni Association, etc. Please answer the following questions related to the resources that your department expects to invest in the engagement of your alumni.

1. Are there any faculty/staff within your department that have a portion of their time allocated to working on alumni engagement activities? Yes/No
   a. If you answered yes, who is the person and what percentage of their time dedicated to these efforts?
      i. Person’s name ________________________________
      ii. % for their time ________________________
   b. If you answered no, do you expect to assign this responsibility to someone in the future? Yes/No

2. Alumni leaders play a significant role in the success of alumni engagement activities. Are any faculty/staff within your department perceived as “being connected” to alumni that could help our efforts? If so, please list the faculty member’s name(s).
   a. ________________________________
   b. ________________________________
   c. ________________________________
   d. ________________________________

3. What resources do you feel are most needed to successfully achieve the goals you have for your alumni engagement activities? (Rank 1-6 with 1 being the most important.)
   a. ________ Alumni engagement planning assistance
   b. ________ Financial resources
   c. ________ Communications assistance
   d. ________ Alumni data/information (Addresses, emails, geographic distribution, etc.)
   e. ________ Event assistance
   f. ________ Other ________________________________
4. Has your department appropriated any financial resources to directly support the engagement of alumni? Yes/No

   a. If you answered yes, how much has the department budgeted for this purpose in the current fiscal year? $_______

   b. If you answered no, do you expect to do this in the future? Yes/No

       i. If you answered no to question b above, where are you expecting resources to come from for these efforts?

Comments - Please use this section to include any additional information or comments you feel are important in planning to engage your alumni.

Thanks for taking the time to complete this tool. Once completed, please return to Alumni Relations. After review of your comments, Brent Nickola will contact you regarding the suggested next steps for your department. If you have any questions, please contact Brent at 810-424-5450 or by email at bnickola@umflint.edu

Completed Date: ________________________________