



**CSU, CHICO ALUMNI ASSOCIATION  
2008-2009 ACTION PLAN**

**January 24, 2009**

**CSU, Chico Alumni Association Vision**

*Excel as an alumni organization of distinction.*

**CSU, Chico Alumni Association Mission**

*Enrich the Chico experience by supporting alumni, students, and the University to ensure a lifelong connection and enduring legacy.*

**Chico State Alumni Association Goals**

1. Enhance the physical beauty of the campus.
2. Focus on alumni engagement, outreach, and communication.
3. Continue to build the Alumni Association membership program.

**I. Alumni Association PRIORITIES**

**All Chico State Alumni Association priorities must be related to a corresponding Alumni Association Goal**

FY 2008-09 ALUMNI ASSOCIATION PRIORITIES	CRITERIA FOR SUCCESS	TACTICS, TIMETABLE & RESPONSIBLE PERSON	SPECIAL CONSIDERATIONS (IF APPLICABLE)	Status 09/06/08
<ul style="list-style-type: none"> <li>The CSU, Chico Alumni Association will consult and work cooperatively with CSU, Chico and the Mechoopda Indian Tribe of Chico Rancheria to protect, preserve, and sustain the cultural resource identified on campus as "Alumni Glen."</li> </ul> <p><b>Chico State Alumni Association Goal # 1</b></p>	<ul style="list-style-type: none"> <li>Some phase of the Alumni Glen project is underway and board due date for significant progress is met</li> <li>Fundraising results sufficient to fund project, fundraising mechanisms are in place and all pledge monies have been collected.</li> </ul>	<p><i>Board team lead: Shannon Phillips</i> <i>Staff team lead: Polly Crabtree</i></p> <ul style="list-style-type: none"> <li>Archaeological Review Planned Due Date: August 1, 2008.</li> <li>Annie B's Fundraising Campaign to begin August 1, 2008.</li> <li>Architectural renderings to be prepared following completion of the archaeological review. Alumni Glen committee meets to set design priorities. Planned Due Date: September 19, 2008.</li> <li>FMS and campus committees will make determination on what can and cannot be done as part of the renovation. FMS will ensure funds are in place before allowing work to commence.</li> <li>Anticipated groundbreaking: April or May 2009.</li> </ul>	<ul style="list-style-type: none"> <li>Review to be completed by URS – in work pipeline 6/1/08.</li> <li>Need \$6,000 in donations to meet budget projections.</li> <li>Architectural renderings to be prepared pro bono by Steve Gonsalves</li> </ul>	<p><b>Completed</b></p> <p><b>Annie B's Campaign deposit = \$893.83</b></p> <p><b>Alumni Glen committee met December 10, 2008 and established construction priorities</b></p> <p><b>Steve Gonsalves is reworking renderings for campus committee presentation</b></p>

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<ul style="list-style-type: none"> <li>The CSU, Chico Alumni Association will develop a comprehensive plan that will enhance the communication efforts by and with alumni through the development of a Social and Career Networking Community.</li> <li>Continue to explore and implement third-party tools such as Facebook when appropriate.</li> </ul> <p style="text-align: center;"><b>Chico State Alumni Association Goal #2</b></p>	<ul style="list-style-type: none"> <li>Implementation of Community</li> </ul>	<p><i>Board team leads: Mark Buonauro, Chris Clements. Staff team lead: Sue Anderson</i></p> <ul style="list-style-type: none"> <li>Advancement Project Plan Due Date: June 16, 2008.</li> <li>Contract signed with Affinity Circles: July 31, 2008.</li> <li>Implementation Due Date: October 1, 2008</li> </ul>	<ul style="list-style-type: none"> <li>This project is a roll-over project from 2007-2008 fiscal year.</li> <li>Implementation subject to constraints of University technical team.</li> <li>Chancellor's Advancement Grant funding of \$40,000 has been secured and the University will match up to \$40,000 if needed.</li> </ul>	<p>We will launch Affinity Circles in late first quarter/early second quarter 2009.</p> <p>We have procured a computer and will have a part-time student to assist with our Web work in place by early February, 2009.</p> <p>Connected has moved from a printed version, 3X per year to a monthly online version. We will have a writing/editing intern in the Spring.</p> <p>The Alumni Association Facebook Group has 1,190 members.</p> <p>We created a Parents Facebook Page which has 65 fans and an AS Alumni Fan Page which has 75 fans.</p> <p>28 Facebookers responded to our request for new</p>

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				board members.  Our new student asst. will work to consolidate the 20+ LinkedIn groups.
<ul style="list-style-type: none"> <li>The CSU, Chico Alumni Association will conduct a professional survey to determine alumni attitudes in order to plan future programming.</li> </ul> <p><i>Note: Project half-funded by CSU and half-funded by University Advancement.</i></p> <p><b>Chico State Alumni Association Goal # 2</b></p>	<ul style="list-style-type: none"> <li>Completion of the nationally-based Alumni Attitude Survey. (We are participating in this project along with 17 other CSU's.)</li> </ul>	<p><i>Board team lead: Executive Committee</i> <i>Staff team lead: Sue Anderson</i></p> <ul style="list-style-type: none"> <li>Contract signed: July 1, 2008</li> <li>Survey Distribution: August 25, 2008</li> <li>Report back to board: January 17, 2009</li> <li>Develop programming strategies based on survey results, at March 2009 retreat.</li> <li>Make determination regarding Homecoming at March retreat.</li> </ul>	<ul style="list-style-type: none"> <li>All 18 CSU's must coordinate in order to have survey launch date goal met.</li> </ul>	<p>The Alumni Attitude Survey results are in and a rep from PEG made three campus presentations. Sue Anderson will present results at 01/24/09 meeting and we will have discussion at retreat in March.</p>
<ul style="list-style-type: none"> <li>The CSU, Chico Alumni Association will continue to grow our scholarship program.</li> </ul> <p><b>Chico State Alumni Association Goal # 2</b></p>		<p><i>Board team lead: Susan Best</i> <i>Staff team lead: Polly Crabtree</i></p> <ul style="list-style-type: none"> <li>Concerted effort to push Alumni Association Scholarship program through the December 15, 2008 Scholarship Application deadline.</li> <li>Award four \$1,000 Alumni Association Scholarships.</li> </ul>	<ul style="list-style-type: none"> <li>\$4,000 from 08351 (Lifetime Endowment) to cover awards</li> </ul>	<p>Two awards for 2008-2009.</p>

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		<ul style="list-style-type: none"> <li>• Award one \$2,000 Wayne Harder Memorial Scholarship.</li>   <li>• Award two \$2,000 Graham Whitney Scholarships.</li>   <li>• Contribute \$3,000 to the President's Scholar Awards to support one scholarship.</li>   <li>• Work with Sacramento and Bay Area chapters to explore opportunities to create scholarships benefiting students from the chapter areas.</li> </ul>	<ul style="list-style-type: none"> <li>• \$2,000 comes from 06637 (Chico Chapter) proceeds from Spring Tri-tip barbecue</li>   <li>• First award paid directly out of Commencement water sales proceeds. Second award paid from 08351 (Graham Whitney Endowment Account) accumulated gains and earnings.</li>   <li>• Paid from 08280 (Alumni Association Endowment account) accumulated gains and earnings.</li> </ul>	<p><b>Awarded to Christopher Hasek from Paradise for 2008-2009</b></p> <p><b>Two scholarships successfully awarded for 2008-2009</b></p> <p><b>Funds for President Scholar already transferred to President's Scholar account.</b></p>
<ul style="list-style-type: none"> <li>• The Alumni Association will engage alumni through events that bring alumni, parents, and students together.</li> </ul> <p style="text-align: center;"><b>Chico State Alumni Association Goal # 2</b></p>	<ul style="list-style-type: none"> <li>• <i>Measures of Performance and Quality</i> document will be presented annually for the board: September 6, 2008.</li> </ul>	<ul style="list-style-type: none"> <li>• The Alumni Association Board of Directors, in conjunction with staff, will develop an annual calendar of events and activities. These events are listed in the calendar section of the monthly "First Friday Update."</li>   <li>• Develop strategies to increase sponsorships of Alumni Association events.</li> </ul>		<p><b>Draft Measures of Performance and Quality were reviewed at 09/08 meeting and additional elements will be measured in the future.</b></p> <p>Anderson is looking at the possibility of selling advertising in Connected. UBIT is</p>

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		<ul style="list-style-type: none"> <li>Eleven Summer Send-Off events are scheduled for July 24, 2008 through August 14, 2008, in locations throughout the state. Summer Send-Off events bring together alumni, new Chico State students, and their parents in very informal settings to share the excitement and adventure of the Chico experience.</li> </ul>		<p>a concern.</p> <p><b>Send-offs drew more than 400 people!</b></p>
<ul style="list-style-type: none"> <li>The Alumni Association will continue to develop its membership program to our alumni in order to advance the University forward.</li> </ul> <p><b>Chico State Alumni Association Goal # 3</b></p>	<ul style="list-style-type: none"> <li>Attain 4,020 members with 520 being life members by June 30, 2009.</li> <li><i>Annual Measures of Performance and Quality</i> documentation and other annual evaluation tools</li> <li>Number of alumni clubs and official chapters.</li> </ul>	<p><i>Board team lead: Jeff DeFranco and Clark Porter</i>  <i>Staff team lead: Shari Maurseth</i></p> <ul style="list-style-type: none"> <li>Complete analysis of 2007-2008 membership data: September 6, 2008</li> <li>Complete lapsed member campaign: September 1, 2008</li> <li>Hold first-ever Chapter Leadership Retreat: August 2, 2008</li> <li>Chapter Development Committee: Revision of Chapter Handbook: August 2, 2008</li> <li>Utilize Campus Calling Center for renewal calls: Ongoing</li> <li>Increase memberships from online form/Online Community: Ongoing,</li> <li>Revamp look of Alumni Association materials after design for Online Community is complete.</li> <li>Conduct a scan of Associations who have</li> </ul>	<ul style="list-style-type: none"> <li>Pending launch of Online Community.</li> <li>Pending launch of Online Community.</li> </ul>	<p><b>Completed</b></p> <p><b>Completed</b></p> <p><b>Completed</b></p> <p><b>In process</b></p> <p><b>On-going</b></p> <p><b>Launch is first/second quarter 2009</b></p> <p><b>Launch is first/second quarter 2009</b></p> <p><b>Alumni Engagement White</b></p>

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		<p>moved from dues to non-dues and determine if this is a strategy the CSAA should consider.</p> <p>• <b>Note: Upcoming membership campaigns include: Faculty/Staff (01/09); Special Offer on Upgrade to Life (02/09); December 08 grads (01/09); Test offer to lapsed and non's sent with Connected (01/09); New Grads and Parents (Spring 09)</b></p>		<p>Paper has been written by Sue Anderson and ongoing discussions are taking place at the system level. Alumni Board will have presentation and discussion at 01/09 meeting.</p>
<p>• The Alumni Association will continue its efforts to engage alumni in appropriate legislative and advocacy events.</p> <p><b>Chico State Alumni Association Goal # 2.</b></p>	<p>• Participation in all appropriate legislative events.</p>	<p><i>Board Team Lead: Tim Colbie</i> <i>Staff Team Lead: Sue Anderson</i></p> <ul style="list-style-type: none"> <li>• Work with Karla Zimmerlee in the President's Office to encourage alumni participation in legislative activities.</li> <li>• Continue to participate in Kintera e-advocacy program.</li> <li>• Alumni Council participation.</li> <li>• Distinguished Alumni award recipient proclamations from legislators.</li> <li>• Honorary AA memberships for legislators.</li> </ul>	<p>President's Office is lead on campus-based legislative activities.</p>	<p><b>Kintera e-newsletters sent out by the campus at the direction of the Chancellor's Office.</b></p> <p>The annual CSU Legislative Day, organized by the Chancellor's Office has been discontinued.</p> <p>Colbie and Anderson will present in early 2009</p>

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		<ul style="list-style-type: none"> <li>Selecting an Alumni Advocate of the Year.</li> </ul>		Program is on-hold from CSU Chancellor's Office
<ul style="list-style-type: none"> <li>The Alumni Association will annually select a Distinguished Alumni Service Award recipient.</li> </ul> <p><b>Chico State Alumni Association Goal # 2</b></p>	<ul style="list-style-type: none"> <li>Selection criteria followed and award is bestowed upon recipient.</li> </ul>	<p><i>Board Team Lead: Tim Colbie</i> <i>Staff Team Lead: Sue Anderson</i></p> <ul style="list-style-type: none"> <li>President Colbie will select a DASA chair who will then gather nominations and meet with the DASA committee to select a recipient.</li> </ul>		<p><b>Nancy Fox was selected as the DASA recipient for 2009.</b></p>

## II. OTHER ACTIVITIES

### A. Stewardship of major donors

- Appropriate thank-you's and recognition to Alumni Glen donors and other projects.

### B. Volunteer Management

- Annual Board Retreat (All).
- Alumni Council (Tim Colbie).
- Clear communication to current board members of their term expiration dates and re-election eligibility, voting status, committee assignments, Executive Committee members, and a regularly updated board roster that includes personal and business contact information.
- In advance of annual elections staff will prepare an annual board matrix showing current board demographics and suggest possible areas for improvement.
- Clear communication with both current and potential board members regarding the nomination process and deadlines and easily accessible board nomination forms and criteria.
- For the 2008-2009 year the Executive Committee will oversee a *Board Development* review.

### C. Publications and Public Affairs Activities

- *Chico Statements*
- *Connected*
- New campus e-newsletters will be sent to alumni and friends.
- Board members will receive a 2007-2008 press clippings book and DVD of broadcast stories.
- E-newsletters.

### D. Annual Fund Activities

- The Alumni Association has a pre-existing foundation account for donations to the Association.

### E. Alumni Activities

- Please see calendar for a list of currently planned 2008-2009 alumni events and activities. List will be updated monthly.

### F. Professional Development

- CAAMP (east coast version of WCMG) (Shari Maurseth, AA funded).
- Council for the Advancement and Support of Education Conference (CASE) (Sue Anderson --state funded).
- Polly Crabtree will complete her Master's Degree in Political Science!
- 23rd Annual Parent Fundraising Conference. (Polly Crabtree, state-funded)
- Staff will work to the best of their ability to host alumni events in conjunction with attending conferences: Note, Sue held an event in Seattle, WA in conjunction with a conference.

### G. Other activities which are not included in previous areas:

- Bylaws revision up for approval at 01/09 Board meeting.

- We are honored that two former Alumni Association presidents are current members of the CSU Board of Trustees – Bob Linscheid, who is the Alumni Trustee, and represents the interests of the CSU's more than two million alumni, and Dr. Glen Toney, who is an appointed member of The Board of Trustees
- Polly Crabtree will continue to teach the Recreation-474 class.
- The Alumni Association will include as part of the new board member orientation the Memorandum of Agreement signed between the Alumni Association and CSU, Chico.
- The Alumni Association will adopt an annual budget and will seek out appropriate affinity partnerships.

**III. SIGNATURES AND APPROVALS**

***Submitted by:***

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Alumni Association President

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Director, Alumni & Parent Relations

***Reviewed by:***

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Vice President for University Advancement