



## 2018-2023 Strategic Planning Subgroup Submission

Submitted by: Philanthropic Giving and Alumni Engagment Subgroup Date: 6/6/17

Goal 1: Broaden engagement for all constituents \*

Strategy 1: **Increase staffing to strengthen and/or grow regional chapters, signature events, collaborative partnerships, personal outreach, create new volunteer program opportunities and enhance data collection from across all campus partners.**

### Key Performance Indicator

- Baseline: 4 staff, 8 regional chapters, No legislative partnership, 900 volunteers, 18736 social media engagement, 700 personal outreach, no universal data collection protocol, Women of Radford Luncheon
- Target
  - Annual (if applicable): Increase volunteer participation by 10%; 5% growth in social media; enhance Homecoming and Winter Weekend programing, create data collection process
  - (2023): 10 new chapters, Implement Alumni Legislative Initiative, Implement Career Web Series, Comprehensive Women of Radford Program, increase personal outreach to over 1,000 annually

Responsible Party: Primary: Alumni Relations, Secondary: All campus partners

Timeline: 2018 - Fill open alumni position  
2019 - Add two new alumni positions  
2019-2023 - Enhance programing/outreach

Budget: 2018 - \$40,000 Staffing plus benefits  
2019 - \$110,000 Staffing plus benefits  
2019-2023 - \$250,000 Programing and outreach

Other: \*Goal- All constituents is inclusive of all people who have an interest in Radford University-