SIU ALUMNI ASSOCIATION

A Strategy for 2019-2023
INTRODUCTION

The SIU Alumni Association is the longest-standing organization on the Southern Illinois University Carbondale campus. It was established in 1896, with its first annual meeting of alumni held on June 10th of that year. In 1954 the organization incorporated as an independent 501(c)3 not-for-profit corporation, governed by members of national board of directors who are elected by dues-paying members of the Association.

Today, the Association exists within the Division of Development and Alumni Relations, along with the SIU Foundation. Revenue generated from Association membership dues, events and programs remains with the organization to support operations. The University provides salaries, benefits, and office space to support the Association..

The Association connects alumni to SIU. It encourages involvement and philanthropy to support the University’s mission of “access and opportunity, inclusive excellence, innovation in research and creativity, and outstanding teaching focused on nurturing student success.” This support is vital to SIU, today more than ever as the University transforms itself into an institution that will thrive in the future.

The SIU Alumni Association has a history of facilitating experiential learning opportunities coupled with a vibrant campus life and the outstanding educational programs already offered by the University.

This is a living document, one that will enhance alumni engagement to support SIU today and in the future.
MISSION, VISION, AND PILLARS

MISSION
Reveal to the world the excellence of Southern Illinois University.

VISION
The SIU Alumni Association is the gateway through which alumni engage with their alma mater. It utilizes programs, services, and events to encourage and reward alumni who continue to participate in the life of the university and help new generations of students not only discover but flourish at SIU.

PILLARS

- **Tradition:** The Association fosters a culture of loyalty and respect for the history of SIU. It highlights aspects of campus life, past and present. It honors the achievements and ideas born from the individuals who have lived and worked here. Most importantly, it preserves all of these things for Salukis to share.

- **Pride:** The Association shares with alumni SIU's ongoing story. Through open communication, alumni stay aware of what’s happening and learn how they can become involved. This strategy enlightens and excites them, creating pride, support and dialogue with regard to University goals.

- **Opportunity:** The Association leverages the knowledge or experience of alumni to mentor students and encourages alumni to provide financial support for scholarships and programs that make opportunity possible.
HOW ALUMNI DEFINE ENGAGEMENT

The Association regularly asks alumni what they think it means to be "engaged" in the life of Southern Illinois University. This illustration depicts a sample of some of the exact words they've used over the last year responding to surveys. With more than 235,000 living alumni, opinions, no surprise, are varied. Servicing such a range of expectations, understandably, is a significant and complex task.

HOW WE DEFINE ENGAGEMENT
Any interaction perceived by alumni or students to inspire pride, support tradition, build relationships, encourage philanthropy, or advance the reputation and/or mission of SIU qualifies as an instance of positive engagement by Association standards. Our programs seek to facilitate these interactions throughout the life cycle of alumni [outlined on the following page].

MEMBERSHIP IS OUR CORNERSTONE
Membership in the Association is open to alumni, students, and friends of SIU. It is a key indicator of a person's willingness to engage. Membership dues are the largest source of revenue for the Association.
ALUMNI LIFE CYCLE
A BREAKDOWN OF THE MILESTONES AND MINDSETS

LEGACY
AGES 65+
RETIREMENT
HEALTH
WEALTH MANAGEMENT / DONOR
FAMILY

PRIME OF LIFE
AGES 51-64
RETIREMENT PLANNING
FAMILY
HEALTH
LUXURY PURCHASES / TRAVEL

MID-LIFE
AGES 36-50
CAREER ADVANCEMENT / CHANGES
MONEY MANAGEMENT
FAMILY
CHILDREN'S EDUCATION

NEW GRAD / EARLY PROFESSIONAL
AGES 21-35
CONTINUE EDUCATION OR START CAREER?
JOB HUNTING
RELOCATING AND NETWORKING
DEBT MANAGEMENT
STARTING A FAMILY

PROSPECTIVE / CURRENT STUDENT
AGES 18-20
ACADEMIC PROGRAMS / STANDARDS
STUDENT LIFE ACTIVITIES
CAMPUS APPEAL
AFFORDABILITY
EXECUTIVE SUMMARY

Alumni want to engage with SIU. Throughout their lives, there are opportunities to connect with SIU for further education, to recruit students, to connect with other alumni, to support academic programming, and/or to make a financial contribution. Throughout this life cycle, the SIU Alumni Association can facilitate these opportunities.

The Association consists of a team of professionals, most of whom, earned degrees from SIU. They all have SIU stories. They have benefited from the positive impact SIU made on their lives. They can relate to SIU alumni, because they are SIU alumni.

In the proposal that follows, you will learn of the ways this team stands ready to support its alma mater, engaging alumni through communications, membership, relationships with the campus community, and interactions with fellow Salukis. This plan represents a framework for increased engagement. The Association will build the alumni network, through effective, targeted communications, valued programs and services, fellowship, and strategic campus collaborations. This strategic plan addresses the next fiscal year, as well as three years and five years into the future. Additional staff are requested to meet the goals presented in this proposal.

As stated in the introduction, this is a living document. Therefore, the design of the framework, can adapt to address future threats and weaknesses, while identifying opportunities and achieving success.
THE 5 UNITS OF THE ASSOCIATION

There are five primary units within the SIU Alumni Association. Directors manage units. All team members provide support for organizational initiatives.

- **Communications and Marketing**: Manages all forms and platforms for communication on behalf of the Association – print, electronic, and broadcast. This unit also maintains editorial control over SIU Alumni magazine. It is managed by the Director of Communications.

- **Membership and Member Services**: Manages Association membership acquisition and renewal, products and benefits for members. It was previously managed by the Director of Member Services and Marketing. This proposal changes daily management to that of a Membership Coordinator supervised by the Director of Corporate Relations. As membership is a major source of revenue, the position will align with the Corporate Relations unit.

- **Corporate Relations**: Manages affinity programs and services, as well as sponsorships and other contracts that drive supplemental revenue for the Association. In addition, this unit directs alumni recognition programs, the 50-Year Class Reunion and Class Gift, as well as the Distinguished Alumni Program. It is managed by the Director of Corporate Relations.

- **College and Student Relations**: Manages relationships with the colleges and support units on campus, such as Career Services and the Office of Engagement. This unit advises the Student Alumni Council, the official Registered Student Organization of the Association. It is managed by the Director of College and Student Relations.

- **Constituent Relations**: Manages the alumni network and composition of the Association’s chapters, clubs, and groups. This unit will facilitate events under the new annual regional events plan. The Director of Constituent Relations position is currently vacant.

1, 3, and 5-Year Unit Plans

The following pages contain action items for each unit, marked by milestone fiscal years of 2019, 2021, and 2023. In essence, this is a 1, 3, and 5-year plan, with goals in all instances to enhance opportunities for alumni to engage in activities related to the support of SIU.
COMMUNICATION & MARKETING

Year 1 – FY 2019

Hire a Marketing Coordinator to dedicate full time to execute promotional and content distribution strategies for the Association.

Develop and deliver unique content to support the 3-Year Young Alumni Membership Program in conjunction with other campus offices (i.e. Career Services, Financial Aid)

Examine alternatives to website hosting platform as well as email marketing tools.

Develop and implement a promotional strategy utilizing digital ad space, and look for opportunities to deliver content to other organizations as marketing for Association programs.

Develop and begin execution on a comprehensive content marketing strategy for the Association, w/ increased focus on developing multimedia content and live interactivity.

Year 3 – FY 2021

Have developed a strategy focused on more niche communications deliverables to alumni, and phase out the Saluki Pride e-newsletter.

Have communication plans and strategies in place to support regional alumni events and goals established within them.

Continue to develop and execute on a broader range of multimedia content deliverables to appropriate audiences.

Reexamine mission of SIU Alumni magazine and work toward redesign that best supports its chosen communication strategy.

Year 5 – FY 2023

Have staffing and strategy in place to consistently and continuously produce and distribute niche and multimedia content to alumni and other target groups.

Examine a strategy for increasing SIU Alumni magazine’s transition into the digital space, including options to digitize and make available the publication’s back catalog.
MEMBERSHIP

Year 1 – FY 2019
Hire Membership Coordinator to dedicate full time to membership services and programming as the Association’s primary source of operational revenue.

Return membership calling to in-house student team, w/ year-round strategy for acquisition and retention, as well as targeted efforts in support of regional alumni event goals.

Establish 3-Year Young Alumni Membership Program, w/ content and programming to engage recent graduates in professional development and network building utilizing the alumni base.

Establish default auto-renewals for annual members joining online to reduce friction in the renewal process.

Offer a digital membership card concurrently with the hard card, the digital being an additional channel in which to communicate with members. Card may be part of larger app for members or a single convenience feature.

Increase membership to 17,000

Year 3 – FY 2021
Expand membership calling program into more niche strategies for targeting alumni for membership in conjunction with strategies for annual fund, regional events, and colleges.

Build and maintain regional alumni target goals utilizing strategies built around lead-in and follow-through from events and communications throughout the year.

Explore and implement new membership models, utilizing data from previous campaigns and current market demand from consumers.

Increase membership to 19,000

Year 5 – FY 2023
Establish annual gift program for members of the Association as a show of appreciation for support.

Expand the scope of membership calling program to increase the number of records called per year.

Increase membership to 21,000
CORPORATE RELATIONS

Year 1 – FY 2019
Hire Event Coordinator dedicated full time to corporate relations and programming as a source of operational revenue.

Evaluate the final plan for Regional Events to determine corporate sponsorship opportunities for alumni businesses.

Connect alumni with alumni business owners through a corporate sponsorship opportunity on the Association’s website. The goal is five businesses the first year.

Present and get support throughout campus for the Alumni Travel Representative (ATR) program pairing faculty/staff with travelers as related to trip destinations or topics. This program will increase University presence, outreach and alumni engagement. Institute one program with a goal of 7 travelers.

Work with campus units to determine opportunities to engage current students through sponsorship opportunities and Association programs.

Re-energize the class ring program and build it as a tradition. Implement 2 class ring sale days on campus. Identify one additional large audience opportunity to promote the ring as a tradition.

Year 3 – FY 2021
Build and maintain revenue gained from affinity programs.

Evaluate existing revenue generating sponsorship opportunities and build and maintain Regional Events sponsorship opportunities.

Increase participation in and maintain the corporate sponsorship opportunities on the Association’s website. An increase of 50% over the first year is projected.

Year 5 – FY 2023
Facilitate a method to connect alumni businesses with other alumni businesses.

Use information gathered from the program evaluation and alumni engagement to determine how to encourage deeper alumni engagement and repeat travelers.

Evaluate existing programs and adjust as needed to ensure all effective sponsorship opportunities are being implemented.

Evaluate class ring program and make adjustments as needed.
Evaluate opportunities to engage alumni as class representatives and attendees to the 50-year reunion. Evaluate opportunities for additional campus and alumni interaction and attendance. Increase number of attendees by 10%.

Engage 50-year reunion representatives in the determination of the class gift and how to market the project to their classmates.

Expand the time in which SIU Distinguished Alumni Award recipients are on campus to celebrate their honor. Identify opportunities for student interaction resulting in pride of their degree through the accomplishments of fellow alumni and increase the ability for networking between the recipients and students.

Encourage student interaction and pride in the accomplishments of fellow alumni through additional promotion of recipients. Open opportunities for recipient interaction throughout the entire campus.

Increase support for the Traditions Fund through targeted solicitations sent across various media.

Adjust as needed to expand opportunities for campus and alumni interaction and attendance at the 50-year reunion. Increase the number of attendees by 12%. Evaluate event set up to accommodate additional guests.

Evaluate donations and make adjustments in the marketing as needed to ensure projects meet the niche of the class and needs of the university.

Evaluate the SIU Distinguished Alumni Award program’s guest participation rate to determine if facility adjustments are needed.

Identify additional spaces on campus to display the images of SIU Distinguished Alumni Award recipients that will allow their presence and accomplishments to be top of mind for students, alumni and visitors throughout the year.

Evaluate Traditions Fund solicitations and adjust message and target market as needed to secure an additional 5% support.
## COLLEGE AND STUDENT RELATIONS

**Year 1 – FY 2019**
Continued staffing of graduate assistant to explore best practices in a dynamic organization and university.

**Year 3 – FY 2021**
Having fully explored unit and college relationships across campus, activate logical approach to building meaningful relationships. Connections may be formed through students, staff, or faculty.

**Year 5 – FY 2023**
Hire alumni college representatives and create nationwide alumni programming events with units and colleges on campus.

**Explore unit and college relationships across campus and in the community.**
Maintain current successful events with multiple campus units, while expanding partnerships with new units. Ideally, the SIU AA would have a physical presence in at least 20 events per year on campus.

Evaluate the effectiveness of participation in on campus programs and brand awareness of the SIU AA.

**Conduct one-on-one meetings with colleges, program, and unit leaders who self-identify as interested in alumni relations. Identify current alumni relation strategies in designated areas. Create reasonable alumni relations goals for at least 5 campus units.**
Establish formal evaluation materials for each unit’s alumni relations goals. Promote successful programs and goals to other non-engaged units.

Update goals and evaluation methods to reflect industry shifts. Establish new goals to reflect best possible outcome for alumni relations in specific units.

**Identify current alumni strategies as they pertain to potential students, current students, and recent graduates.**
Create and launch a pilot program addressing recruitment needs of SIU and alumni engagement through recruitment. Establish a solid on and off campus mentoring program with existing model. Explore and develop options for a Saluki stewardship program.

Conduct formal evaluations for Saluki recruitment and mentoring program, using collected engagement data. Improve program strategy using results of evaluation. Launch Saluki stewardship program. Ideally, a summer recruitment effort is lead annually in conjunction with the SIU AA regional event strategy. This is recruitment for students, mentors and Saluki stewardship coaches.

**Conduct one-on-one meetings with student affairs, admissions, and recruitment staff to better understand current strategies. Establish participation in key signature events hosted on/off campus.**
Evaluate collaboration programs with student affairs, admissions, and recruitment staff. Refine strategy to identify best opportunities for continued collaboration. Ideally, there would be at least 2 continuous evaluation current collaborative programs. Identify new collaboration opportunities that may exist in new units on campus.
Strengthen current Career Services relationship with mutually beneficial programs, and further develop mentoring, networking, and Extern programs.

Restructure the Student Alumni Council so it is marketable and relevant to current student population. This includes bi-weekly meetings in place of weekly meetings and unique leadership positions.

Pilot a “Dinner with Salukis” event for alumni and student engagement.

Signature programs hosted by the SIU AA in conjunction with the mentioned units.

Evaluate the mutual beneficial programs. Streamline approach and simplify programing options. Successful programs move to increase participation by at least 10%.

Evaluate the number of participants over baseline. Continue restructure to increase participants by 5 each year.

Evaluate level of success for “Dinner with Salukis”. Ideally, the event would host a dinner for 50 students with at least 25 alumni.

Continual evaluation of all programs. Identifying industry trends and student needs. Set programing to goals to achieve success.

Evaluate industry trends, SAC recruitment strategy, and programing offered to current students. Align goals with evaluation data and current trends in industry.

Strategically build additional pilot programs focusing on alumni and student engagement. Continuously look for improvement opportunities on current programing.
Constituent Relations

Year 1 – FY 2019
Hire a Constituent Relations Director and an event coordinator to run and assist in executing events as we increase our student and alumni engagement opportunities through new programming.

Secure signed MOA’s from our CO’s that they have read, understand, and agree to the approved guidelines for Constituent Organizations operating under the SIU Alumni Association.

Research and identify ways to establish a pathway for development of SAC members to become future CO leaders.

Develop a culture among CO’s to act as ambassadors to our institution through advocacy, recruitment, fundraising, and contributions to the career advancement of our graduates.

Invite CO leaders to campus to train, connect with campus, establish rapport among alumni volunteers, and develop best practices.

Incorporate CO’s in regional event strategy and develop a plan to grow the alumni network – consider the benefits of a template for these events.

Year 3 – FY 2021
Hire two additional full time positions to facilitate the growth in our regional event strategy and programming.

CO’s are operating in accordance with our guidelines and complying with policies and procedures determined by an established annual review of each CO; AA staff is providing appropriate support to CO’s to meet their goals.

CO director and College/Student Relations director are collaborating to facilitate periodic communications/engagement between SAC and CO leaders.

CO’s are participating in annual fundraising efforts, raising at least $500 annually for their chapter/group scholarships, hosting a welcome event for recent graduates residing or relocating to their region, and hosting one other unique event in their area annually (ex. Happy hour, watch party, professional development or etc.)

Develop an ongoing program to onboard and train alumni volunteers.

Increase events based on best practices and assess success/metrics.

Year 5 – FY 2023
Hire an additional event coordinator to facilitate the continued growth in our regional event strategy and programming.

Best practices and CO performance are continually evaluated and expectations will be revised to maximize efficiency and to best facilitate current & new goals.

Post graduate engagement in our SAC members will be measured to determine any correlations, and necessary revisions will be made to this initiative.

Growth & performance in fundraising efforts and engagement at CO events will be evaluated, and necessary revisions will be made to this initiative.

Develop a plan for international alumni engagement.

Revise the regional event strategy for increased/refreshed strategy.
Individuals participating in CO networks will remain flat. Individuals participating in CO networks will grow by 5%. Individuals participating in CO networks will grow by 5%.
Events

SIU alumni appreciate events. The Unit Plans section of this proposal addressed strategies for current and proposed events. Current events include alumni recognition programs, reunions, meetings, and receptions. Proposed events include an alumni weekend and college affinity events.

Regional events will include a strategy that provides exposure for SIU and engagement opportunities for alumni. The regional event plan will be the focus of events supported by the Association. Regional events should highlight academic programs that would resonate with a particular region or alumni audience. In addition, these events would highlight students, research, faculty, and notable alumni. These events will also offer opportunities for collaborations with campus departments and SIU affiliates, such as career services, admissions, etc. and university-related organizations such as the SIU Foundation.

The following section is comprised of two lists of current events, those that occur on campus and those that occur elsewhere. Additionally, proposed future events appear on these lists. A map of the United States, segmented into regions, is included as well.
## On Campus Events

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<thead>
<tr>
<th>Year 1 - FY 2019</th>
<th>Year 3 - FY 2021</th>
<th>Year 5 - FY 2023</th>
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<td><strong>January</strong></td>
<td><strong>College-based alumni engagement events</strong></td>
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<td>Textbook Awards</td>
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<td><strong>February</strong></td>
<td><strong>SIU AA Winter Executive Committee Meeting</strong></td>
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<td><strong>April</strong></td>
<td><strong>Alumni Weekend</strong></td>
<td><strong>Alumni Weekend expanded</strong></td>
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<td><strong>CASA Reunion</strong></td>
<td>Distinguished Alumni Ceremony</td>
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<td>SIU AA Board and Director Social</td>
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<td><strong>May</strong></td>
<td><strong>Forever SIU</strong></td>
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<td><strong>September</strong></td>
<td><strong>SIU Family Weekend</strong></td>
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<td><strong>October</strong></td>
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<td>Half Century Banquet and 50 Year Class Reunion</td>
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<td>Biennial BAG Reunion, July 2020</td>
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<th>Year 1 - FY 2019</th>
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Note: Staffing levels would increase to correlate with FY 2019 proposal.

Note: additional event coordinator and support person for the Events Team needed.

Note: additional event coordinator needed.

* Events will be cost recovery
STAFFING

The Association requires additional staff members to meet the demands of this plan. The additional expertise, combined with that of the current staff, will ensure successful outcomes of the strategies outlined.

The staffing diagram on the next page represents the current and proposed positions. The proposed staff increases would occur over five years beginning in FY 2019, additional staffing in FY 2021 and FY 2023. Current and additional staff appear in varying colors according to year.

A benefit analysis for additional staff in accordance with this plan is included as well. This document provides an overview of the gained benefit of the investment of additional staff for year one of this plan.
New Position and Increased Salary Justification

<table>
<thead>
<tr>
<th>Current Salary Budget</th>
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<tr>
<td><strong>$ Increase</strong></td>
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<tr>
<td>FY19 Proposed Budget</td>
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<td>FY21 Proposed Budget</td>
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<td>FY23 Proposed Budget</td>
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* Total Salary Increase includes adjustment to Director position salaries and new positions

Clerical Assistant:
With the adoption of this plan, a position to manage intake and customer service, supervise data tasks, and manage and analyze event surveys is needed. This position would facilitate front office services, provide support to unit Directors and the event staff, and reduce the duties of other team members so they may focus on their positions. Currently these duties are split among civil service positions - Corporate Secretary, Customer Service Representative, and Account Tech II - and directors as needed.

Membership Coordinator:
This is a fulltime position dedicated to manage membership and member services. Acquisition and retention of members, management of member programming, services, and communication are responsibilities of this position. Currently, one individual is supporting duties of the Communications Director, Editor for the SIU Alumni magazine, and membership and member services. Membership dues revenue is extremely important to the Association as it supports the operational budget. Membership as been decreasing each year since 2015.

Marketing Coordinator:
This fulltime position will create and direct the marketing content strategy, correlate and execute the marketing efforts for individual programs, and the comprehensive marketing strategy. This position will review, enhance, and strengthen the Association brand to a hold relevant position within the minds of alumni, students, and other stakeholders.

Event Coordinators and Support:
Development and support of a regional event strategy will require support of event coordinators. Event coordinators will travel to manage and execute off-campus events, provide support for the annual event series hosted on campus, and will engage with alumni volunteers.

Salary Increases:
After reviewing salary trends in development and alumni relations data (CASE and CAAE surveys) it is apparent that Association director salaries fall below the regional average. Competitive salaries will help to retain current and attract new talent. Further, the strategy proposed in this plan will require greater oversight and management on behalf of the directors.
SIU Alumni Association Staffing – Benefit Analysis

Marketing Coordinator
- 10% Increase in Event Attendance
- 6% Increase in Membership Count & Revenue

Membership Coordinator
- 6% Increase in Membership Count & Revenue

Event Coordinator 1
- 7 New Alumni Travelers
- 10% Increase in 50Yr. Reunion
- 15% Increase in Distinguished Alumni Student Interaction

Event Coordinator 2
- 10% Increase in Event Attendance

Communications Director
- Increase email open rates to 20%
- 10% Increase in social media followers

Corporate Relations Director
- 10% Increase Royalties/Sponsorships
- 10% Increase in Traditions Contributions

Student Relations Director
- Increase SAC Members by 5
- Implement 2 new student programming events.

Yr. 1 Increase

Base

FY17 Total Event Attendance was ~ 9,000
FY17 Membership Count: ~16,000
FY17 Membership Revenue: ~$200,000

FY17 Total Event Attendance was ~ 9,000
FY17 Membership Count: ~16,000
FY17 Membership Revenue: ~$200,000

FY17 50 Yr. Reunion Attendees: 37
FY17 DA Students affected: 200

FY17 email open rates: 11%
FY17 Social Media Followers:
- Facebook: 17,142
- Twitter: 3,977
- Linkedin: 4,277
- Instagram: 1,032

FY17 Royalties/Sponsorships: $103,000
FY17 Traditions Contributions: $1,500

FY17 SAC Members: 28
FY17 Student Programs: 1
ENGAGEMENT TOOLS

Quarterly engagement reports are the form of documentation the Association currently utilizes for programs and service metrics. This tool provides a snapshot of alumni engagement such as membership, event attendance, student engagement, communications, and database statistics.

In FY 2019, the Division of Development and Alumni Relations will launch the alumni engagement metric. This metric pulls data from fields throughout the alumni database. Each of the fields is attributed a number of points. The total number of points is the engagement score. The metric will generate a score by alumnus and/or for all alumni by college. Engagement attributes include earning a degree from SIU, membership in the Association, recognition of a gift to SIU, advisory board participant, season ticket holder, lifetime email address, purchased class ring, symphony series patron, participated in student recruitment, submission to Tell Us Your Story, and more. Combined these attributes will reflect an engagement score.
## Engagement Report
### FY 2018 Report Quarter 2

<table>
<thead>
<tr>
<th>Membership</th>
<th>FY 2015</th>
<th>FY 2016</th>
<th>FY 2017 Q2 YTD</th>
<th>FY 2018 Q2 YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Members</td>
<td>17,771</td>
<td>16,518</td>
<td>16,170</td>
<td>15,689</td>
</tr>
<tr>
<td>Students</td>
<td>415</td>
<td>198</td>
<td>207</td>
<td>130</td>
</tr>
<tr>
<td>Recent Graduates</td>
<td>871</td>
<td>475</td>
<td>320</td>
<td>260</td>
</tr>
<tr>
<td>Annual</td>
<td>3,499</td>
<td>2,743</td>
<td>2,709</td>
<td>2,599</td>
</tr>
<tr>
<td>Life</td>
<td>11,502</td>
<td>11,540</td>
<td>11,490</td>
<td>11,445</td>
</tr>
<tr>
<td>3 Year</td>
<td>1,452</td>
<td>1,550</td>
<td>1,402</td>
<td>1,319</td>
</tr>
<tr>
<td>Golden Saluki</td>
<td>81</td>
<td>34</td>
<td>42</td>
<td>26</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Communications</th>
<th>FY 2015</th>
<th>FY 2016</th>
<th>FY 2017 Q2 YTD</th>
<th>FY 2018 Q2 YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Emails Sent</td>
<td>84</td>
<td>95</td>
<td>60</td>
<td>55</td>
</tr>
<tr>
<td>Email Distribution</td>
<td>4,353,235</td>
<td>2,527,578</td>
<td>613,124</td>
<td>1,589,039</td>
</tr>
<tr>
<td>SIUAA Facebook Page Fans</td>
<td>16,629</td>
<td>17,629</td>
<td>17,944</td>
<td>17,525</td>
</tr>
<tr>
<td>SIUAA Twitter Followers</td>
<td>3,018</td>
<td>3,573</td>
<td>3,815</td>
<td>4,040</td>
</tr>
<tr>
<td>SIUAA LinkedIn Group Members</td>
<td>4,201</td>
<td>4,308</td>
<td>4,288</td>
<td>4,266</td>
</tr>
<tr>
<td>SIUAA Instagram Followers</td>
<td>994</td>
<td>946</td>
<td>1,071</td>
<td>1,071</td>
</tr>
<tr>
<td>Magazine circulation</td>
<td>259,505</td>
<td>254,602</td>
<td>267,999</td>
<td>227,380</td>
</tr>
<tr>
<td>Website Unique Users</td>
<td>81,474</td>
<td>62,779</td>
<td>28,224</td>
<td>5,147</td>
</tr>
<tr>
<td>Website Page Views</td>
<td>446,983</td>
<td>247,621</td>
<td>106,345</td>
<td>14,576</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Events/Attendance</th>
<th>FY 2015</th>
<th>FY 2016</th>
<th>FY 2017 Q2 YTD</th>
<th>FY 2018 Q2 YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Off Campus Events</td>
<td>32</td>
<td>20</td>
<td>8</td>
<td>5</td>
</tr>
<tr>
<td>Number of On Campus Events</td>
<td>13</td>
<td>16</td>
<td>8</td>
<td>8</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Data Stats</th>
<th>FY 2015</th>
<th>FY 2016</th>
<th>FY 2017 Q2 YTD</th>
<th>FY 2018 Q2 YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Records</td>
<td>649,347</td>
<td>656,642</td>
<td>660,481</td>
<td>662,641</td>
</tr>
<tr>
<td>Graduates</td>
<td>251,367</td>
<td>252,456</td>
<td>257,157</td>
<td>256,269</td>
</tr>
<tr>
<td>Addressable Graduates</td>
<td>228,427</td>
<td>234,566</td>
<td>229,818</td>
<td>238,935</td>
</tr>
<tr>
<td>Phoneable Graduates</td>
<td>206,783</td>
<td>193,833</td>
<td>201,296</td>
<td>199,775</td>
</tr>
<tr>
<td>Email Addresses Graduates</td>
<td>172,666</td>
<td>178,759</td>
<td>145,544</td>
<td>152,969</td>
</tr>
<tr>
<td># of Address Updates since July</td>
<td>95,820</td>
<td>68,137</td>
<td>43,434</td>
<td>41,824</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Student Engagement</th>
<th>FY 2015</th>
<th>FY 2016</th>
<th>FY 2017 Q2 YTD</th>
<th>FY 2018 Q2 YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extern Students Matched</td>
<td>99</td>
<td>104</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Extern Sponsors</td>
<td>75</td>
<td>78</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Student Alumni Council Members</td>
<td>16</td>
<td>20</td>
<td>25</td>
<td>28</td>
</tr>
<tr>
<td>Scholarship Committee Awarded #</td>
<td>374</td>
<td>130</td>
<td>7</td>
<td>11</td>
</tr>
<tr>
<td>Scholarship Committee Awarded $</td>
<td>$82,852</td>
<td>$59,907</td>
<td>$2,962</td>
<td>$4,495</td>
</tr>
<tr>
<td>Other Scholarships Administered #</td>
<td>27</td>
<td>30</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Other Scholarships Administered $</td>
<td>$44,095</td>
<td>$43,250</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Alumni Engagement</th>
<th>FY 2015</th>
<th>FY 2016</th>
<th>FY 2017 Q2 YTD</th>
<th>FY 2018 Q2 YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Constituent Groups</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Chapters</td>
<td>19</td>
<td>18</td>
<td>10</td>
<td>15</td>
</tr>
<tr>
<td>Clubs</td>
<td>11</td>
<td>11</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>Tell Us Your Story submissions</td>
<td>311</td>
<td>327</td>
<td>341</td>
<td>345</td>
</tr>
<tr>
<td>Volunteer SIU</td>
<td>145</td>
<td>158</td>
<td>194</td>
<td>218</td>
</tr>
</tbody>
</table>

*Net including SIU Support*
CONCLUSION

As stated in the executive summary, this plan represents a framework for increased engagement. With this plan, the University would benefit from alumni who are engaged in student recruitment, who openly share their SIU story, offer internships and mentoring for current students - ultimately jobs for SIU graduates, and financial support for future students.

The Association will build the alumni network, through effective, targeted communications, valued programs and services, fellowship, and strategic campus collaborations. The Association will accomplish this task with a team of skilled professionals and support of the SIU Alumni Association Board of Directors whose goal is the success of SIU.

Thank you very much for your consideration and support.

Sincerely,

Michelle Suarez '85, M.S. Ed. '04
Executive Director