



DALHOUSIE
UNIVERSITY

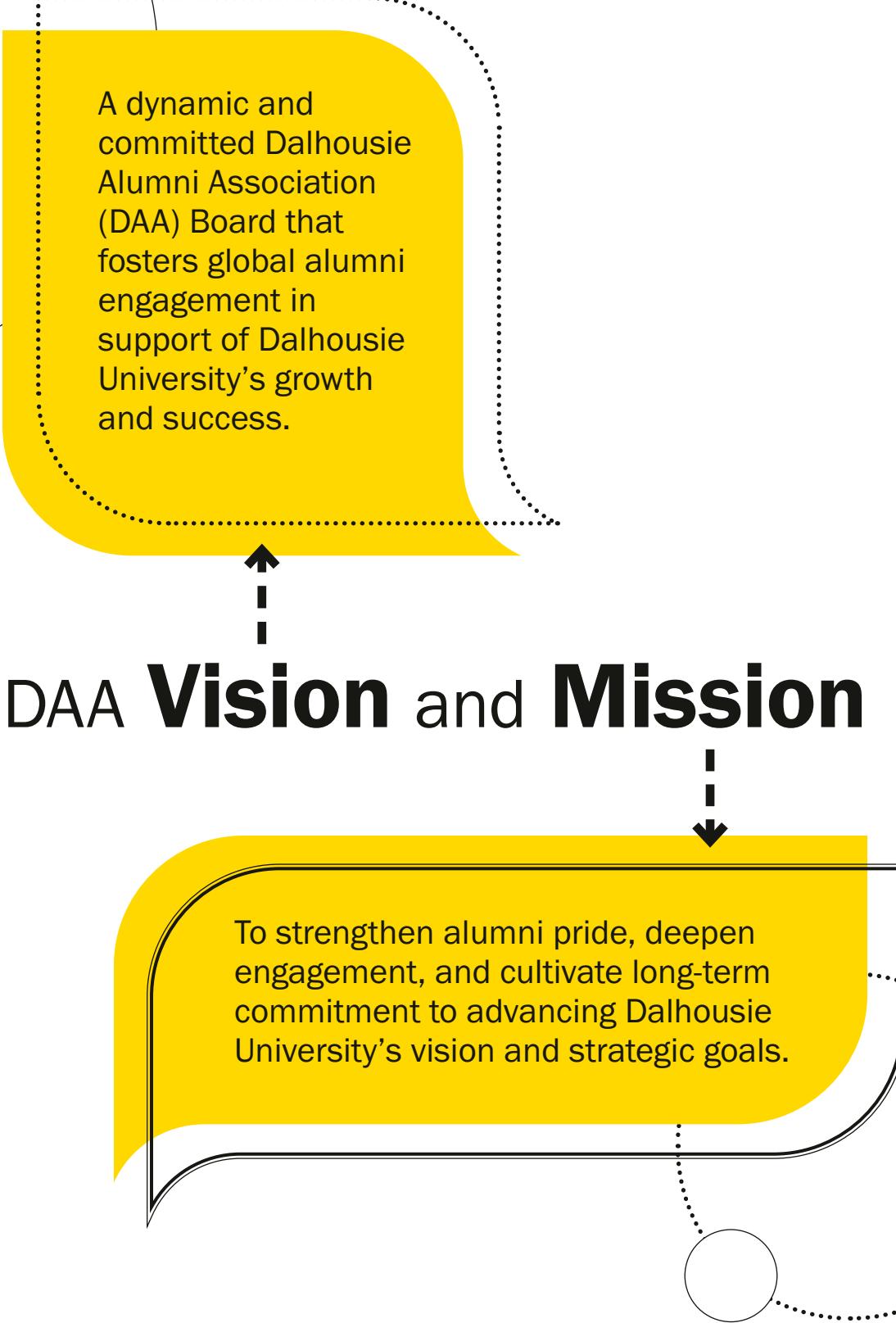
ALUMNI

Dalhousie Alumni Association Board

STRATEGIC PLAN

2025





A dynamic and committed Dalhousie Alumni Association (DAA) Board that fosters global alumni engagement in support of Dalhousie University's growth and success.

DAA **Vision** and **Mission**

To strengthen alumni pride, deepen engagement, and cultivate long-term commitment to advancing Dalhousie University's vision and strategic goals.

DAA Five (5) **Strategic Goals** and **Measures of Success**

Goal **#1**

To support effective alumni engagement at both the central and faculty level

The DAA is committed to providing feedback, advice and support to the alumni engagement team at Dalhousie. The Board will become familiar with not only the central team's operational plans but also those of the faculties. This will enable the DAA to have a cross-university impact on alumni engagement, fueled by a deep understanding of the engagement activities and through active participation. **PAGE 4**

Goal **#2**

Connecting with Alumni Globally

To be a representative voice of the alumni community, DAA Board members will communicate with their fellow alumni, bringing back advice on alumni programming to the advancement team. **PAGE 6**

Goal **#3**

The DAA is a Catalyst in Recognizing Alumni Achievements

Dalhousie's Aurum Awards are recognized by alumni and are considered a prestigious award. Faculty award programs are also valued and sought after by alumni. **PAGE 8**

Goal **#4**

DAA Board members' expertise is a recognized resource to Dalhousie University and Advancement

DAA members are invited to provide additional support to Dalhousie, outside of their mandate on the Board, through expanded opportunities suitable for an informed volunteer. **PAGE 10**

Goal **#5**

University Representation

DAA Alumni representatives play key liaison and support roles on the Board of Governors. **PAGE 12**



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INITIATIVES

1. Resume holding an annual "world café" style meeting with the Faculty Alumni Managers (FAMS) in the Fall, once their plans have taken shape for the upcoming fiscal year. Provide the FAMS with feedback on their plans and determine ways in which Board members can support their success through participation, which enables thoughtful feedback and advice, with an understanding that certain FAMS have alumni advisory councils and this work is meant to compliment this work and not duplicate it.
2. Form a committee structure that ensures Board members are experiencing the work of Advancement staff (central and faculty alumni managers) and participate in specified areas of alumni engagement work. Commit to providing regular feedback to Advancement staff. Committees should mirror the Advancement teams and include communications, events, annual fund and programs (Alumni Link / Insight Circle).

MEASURES OF SUCCESS

1. Both the DAA, Faculty Alumni Managers, and central team members benefit from a greater level of regular communication. At least one DAA member providing feedback on each of the faculty plans, preferably a graduate from the faculty.
2. Committee structure in place for the academic 2025 and a minimum of one DAA member participating in each committee.





Goal #2

Connecting with Alumni Globally

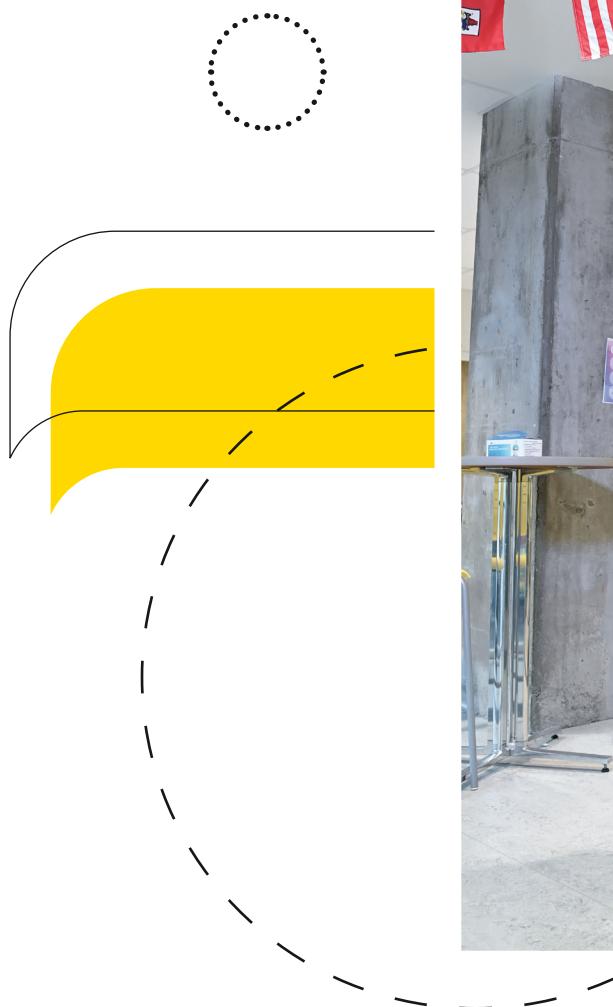
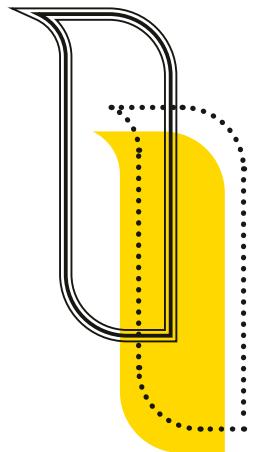
To be a representative voice of the alumni community, DAA Board members will communicate with their fellow alumni, bringing back advice on alumni programming to the advancement team.

INITIATIVES

1. Grow opportunities to engage with alumni around the world. This can include the communications team deploying a mix of content from the voice of the Board, amplifying provided messaging and offerings on DAA member social channels and being the voice of alumni surveys.
2. Promoting the Annual General Meeting (AGM) as a broad-based engagement forum.
3. Working with the Global Ambassador Network in cities where DAA members live or frequent, host get-togethers at local gathering places to connect and share news from Dalhousie and DAA members speaking at events hosted by staff. (Consideration to bring back a global homecoming during alumni days).

MEASURES OF SUCCESS

1. A strong plan developed by the staff setting out a plan for increased DAA communication, endorsed by the Board. 100% participation by the Board in amplifying communications through their own means. Above industry response rate to DAA communications.
2. Number of members participating in the AGM.
3. In markets where staff are not hosting, a DAA or Global Ambassador hosts an informal gathering once a year. In markets where staff are hosting, DAA participates in events.



Goal #3

The DAA is a Catalyst in Recognizing Alumni Achievements

Dalhousie's Aurum Awards are recognized by alumni and are considered a prestigious award. Faculty award programs are also valued and sought after by alumni.

INITIATIVES

1. Each year, the DAA will provide input to a robust communications plan to drive nominations and celebrate the Aurum Award recipients.
2. Each year DAA members will deploy on their own social channels promotional messaging encouraging nominations.
3. Each year the Aurum Award Selection Committee will review the short list of nominations to put forward a slate of winners to the DAA Board and then submit the names to the Advancement Team.
4. For DAA members in Halifax (or those from out of town and can attend), DAA members will attend the awards ceremony during Alumni Days.
5. Each year, when possible, DAA members will also attend faculty-hosted awards programs. These include Agriculture and Medicine, enabling a feedback loop for FAMS as well.

MEASURES OF SUCCESS

1. A strong pool of nominations to consider each year as a result of shared amplification of the program.
2. Strong Faculty representation in award winners over 5 years, as a result of actively encouraging nominations from Faculties that are not seeing uptake from their alumni community in the program.
3. A participatory committee, and when possible, a strong showing by DAA members at the awards.



Goal #4

DAA Board members' expertise is a recognized resource to Dalhousie University and Advancement

DAA members are invited to provide additional support to Dalhousie, outside of their mandate on the Board, through expanded opportunities suitable for an informed volunteer.

INITIATIVES

1. A DAA representative can present annually at Dean's Council meetings, informing their faculty that DAA members are available to speak in classrooms, mentor students, and provide career experience information.
2. DAA members interested in opening doors, making connections, and presenting opportunities for philanthropy within their networks can work with a Development team member on a university priority that is compelling to them.
3. DAA members can help Dalhousie to find lost alumni by working with the Advancement team to promote alumni to update their contact information by working on a list of lost alumni who may be within their professional sector.
4. DAA members can support recruitment by participating in a panel discussing career paths, attending recruitment events, visiting high schools where Dal recruiters cannot go, and calling students to convert them to registered students.
5. DAA members would be greatly welcome to support the Registrar's Office in reviewing and scoring student applications for general entrance awards.
6. DAA members would be welcome to participate in outreach to donors at an annual fund level to thank them for their donation (First-time donors, donors in pledge, monthly donors) and present MacLellan Society pins, where applicable.
7. DAA members can play a role in the identification of members to our Global Ambassadors Network (instead of chapters).
8. DAA members would be welcomed to reach out to reunion year classes (particularly 50th reunion years), encouraging them to hold a reunion, informing them of support available, and encouraging a class gift.



MEASURES OF SUCCESS

1. Closing the gap in our campaign goal, tied to engagement metrics, and helping staff achieve their relevant engagement KPIs. This should include participation in the Dal Alumni Link and Insight Circle, in addition to volunteerism at the faculty level.
2. Connections made in support of fundraising goals.
3. Visible increase in updates of lost alumni when DAA members are in market.
4. Participation in recruitment events as suggested by recruitment.
5. Number of general entrance awards reviewed by DAA representative.
6. Number of alumni thanked for their Annual Fund gift by a DAA member.
7. Number of Ambassadors identified and secured with the help of a DAA member.
8. Number of reunion classes contacted and number who responded in turn with an organized reunion and class gift.



Goal #5

University Representation

DAA Alumni representatives play key liaison and support roles on the Board of Governors.

INITIATIVES

1. DAA Board recommends four (4) people to be appointed to the Board of Governors.
2. Board of Governor updates provided to DAA Board.
3. DAA Board provides feedback and advice to representatives on any key issues.
4. DAA Board provides an annual update to the Board of Governors.

MEASURES OF SUCCESS

1. DAA representatives regularly attend the Governors' Board meetings and committee, if possible.
2. Alumni perspectives and involvement in the Board referenced in related documents.

Membership Composition



2023-2024 DAA Board of Directors

2024-2025 DAA STRATEGIC PLANNING GROUP

Alana Riley, President and Chair

Bobby Matheson

Cathy Campbell

Andrea Power

Tina James-Outerbridge

Advancement Staff

Strategic Plan **Timeline**

BOARD/ COMMITTEE/ GROUP	DATE	ACTIVITY	ASSIGNED TO
DAA Strategic Planning Group Meeting	Jan. 14	Initial planning meeting.	ALL
Strategic Planners	Jan. 22	<p>Develop a work plan and confirm next steps:</p> <p>Develop draft goals and measures.</p> <p>-research other alumni association strategic plans (vision, mission, values + goals) prepare summary chart.</p>	<p>ALL</p> <p>Bobby and Jim</p> <p>Andrea</p>
Strategic Planning Group Meeting and meetings with AVP and engagement team	Feb.	Review of work plan, draft goals and measures, and research. Working group, with the executive, refined the draft plan for review by the Board as a whole.	ALL
DAA Board Meeting	Mar. 6	<p>Present draft plan for discussion.</p> <p>Preliminary review/feedback on vision, mission, and values.</p>	<p>DAA and staff</p> <p>DAA and staff</p>
Refinement of Plan	Deadline Mar. 10	Receive any additional written feedback on the plan, building on feedback received during the Mar 6 meeting.	ALL and staff
Refinement of Plan	Complete by Mar. 31	Working with the AVP and staff, prepare an updated plan, incorporating suggestions.	ALL and staff

BOARD/ COMMITTEE/ GROUP	DATE	ACTIVITY	ASSIGNED TO
Endorsement of the Plan	Circulate first week of April	Circulate the plan to DAA members electronically for endorsement.	ALL and staff
Strategic Planners	Late April	Working with staff prepare a presentation for the AGM on the plan.	ALL and staff
DAA Board and AGM	May 23	Approve: Draft Strategic plan.	ALL Alumni
Put structure in place around plan	Summer 2025	Work with AVP and staff to finalize committees and determine individual Board member's area of interest for participation. Committees, volunteer opportunities ready for execution in September as we kick off our first block of work.	Strategic Planners and staff
Develop a tracking tool	Summer 2025	Develop a tool to track participation and measurements of success. Secure a volunteer among DAA members to be the point person on tracking and reporting with staff.	Strategic Planners and staff
Circulate an update to the full Board	Summer 2025	Circulate a full update to the Board so that in September the work of the Board can kick off in earnest with Board members in their committee and volunteer roles.	Strategic Planners and staff
DAA Board	Fall 2025	Review engagement operational plans and host "world café" with FAMS.	ALL and staff

