

NWMSU BLACK ALUMNI & FRIENDS CHAPTER 3-YEAR STRATEGIC PLAN

2020

2021

2022

Getting Started

Reengaging Black Alumni to Fellowship & Give

- Launch Website
- Define active membership
- Partner with the Development Committee to Create and launch quarterly on-line engagement campaigns
- Find Joe Bell!- First Black graduate of NWMSU
- **50 active members by year end 2020**

Building Momentum

Continue Engaging Black Alumni to Give Time, Talent & Treasure

- Maintain quarterly on-line engagement campaigns
- **100 active members by year end 2021**

Advanced Student Support

High Engagement of Black Alumni Giving Time, Talent & Treasure

- Maintain quarterly on-line engagement campaigns
- **125 active members by year end 2022**

DRAFT

- **100** or more Black Alumni & Friends in attendance during homecoming weekend 2020- numerous decades represented
- Register **50** or more Black Alum in chapter committees during homecoming weekend 2020
- First Black NWMSU Alum, Mr. Joe Bell, in attendance and honored at the Meet & Greet
- Participate in School Sponsored & Black Student Homecoming activities



- **150** or more Black Alumni & Friends in attendees- numerous decades represented
- Register **75** or more Black Alum in chapter committees or the Chapter mentoring program during homecoming weekend 2022
- First Black NWMSU Alum, Mr. Joe Bell, in attendance- scholarship presented to a current AA student in his honor
- Participate in School Sponsored & Black Student Homecoming activities

Membership/
Alumni Engagement

Bi-Annual
Reunion

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Development/
Scholarship

- Establish development funds (scholarship, operating, student support)
- Create and launch quarterly on-line giving campaigns
- **Capitalize** scholarship endowment during homecoming weekend 2020 by raising **\$10K in donations**
- Raise **\$3K** in student support and assistance donations during homecoming weekend

- **Raise \$15K** in scholarship donations during homecoming weekend 2021
- **Raise \$5K** in student support and assistance donations during homecoming weekend 2021
- 2 to 3 Giving/Phonebank Events

- **Raise \$20K** in scholarship donations during homecoming weekend 2024
- **Raise \$10K** in student support and assistance donations during homecoming weekend
- 2 to 3 Giving/Phonebank Events

Student Support &
Engagement

- Recruit Engage/Committee Members
- Define scholarship and student support criteria & request/administration processes
- Partner with Membership Committee to create pipeline of Black Alumni Speakers for MLK Day and Various events
- Host in Q-4 Annual Freshman Orientation Day Summer Mixers in Kansas City & St. Louis Mo.
- Design & Build On-line Mentorship Program
- Design & Build On-line Professional Development curriculum & schedule

- Launch Mentorship Program
 - **25 High Risk Students**
 - **25 Alumni Mentors**
- Launch on-line Professional Development curriculum with schedule:
 - Personal Branding
 - Soft Skills Development (Conflict Resolution, Presentation Skills)
 - Personal Strategic Planning

- Continuous Improvement of Mentorship Program:
 - Monitor Quality
 - Increase participation by **30 to 50%**
- Continue refinement of on-line Professional Development programming:
 - Monitor Quality
 - Increase participation by **30 to 50%**

Archives/
History

- Recruit/Engage Committee Members
- Update history picture video for Bi-annual reunion
- Develop plan to collect & document history
 - Early years thru Joe Bell's graduation
 - 1960's to 1999
 - 2000 to present

- Document the early years

- Update the history video for the bi-annual reunion
- Document the 1960's to 1999
- Document 2000 to present
- Compile history book

