## NWMSU BLACK ALUMNI & FRIENDS CHAPTER 3-YEAR STRATEGIC PLAN

### 2020

**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**

### 2021

**Building Momentum**

*Continue Engaging Black Alumni to Give Time, Talent & Treasure*

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

### 2022

**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**

### Membership/Alumni Engagement

- **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

**Bi-Annual Reunion**

- **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
## NWMSU BLACK ALUMNI & FRIENDS CHAPTER 3-YEAR STRATEGIC PLAN

### Getting Started
**Reengaging Black Alumni to Fellowship & Give**
- 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**
- 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

### Building Momentum
**Continue Engaging Black Alumni to Give Time, Talent & Treasure**
- 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
- 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

### Advanced Student Support
**High Engagement of Black Alumni Giving Time, Talent & Treasure**
- 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
- 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%
- Update the history video for the bi-annual reunion
- Document the 1960’s to 1999
- Document 2000 to present
- Compile history book

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**Development/Scholarship**
- 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

**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

**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

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