



# Western University **ALUMNI ASSOCIATION**

## Strategic Plan



Western  
Alumni

# WESTERN'S ALUMNI ASSOCIATION STRATEGIC PLAN 2022

## INTRODUCTION

The Western Alumni Community is almost 330,000 members strong and the impact of Western graduates can be seen across the globe.

As the Alumni Association Board of Directors, we are proud to represent graduates who make the world a better place. We appreciate and understand that we serve an incredibly diverse and multifaceted alumni audience and therefore strive to enhance alumni engagement in numerous capacities and through various, evolving touch points. To this end, in late 2021 and early 2022, the Alumni Association's Board of Directors conducted strategic planning sessions to update and reaffirm our vision, mission, and key activities to drive critical outcomes.

We know Western alumni are intensely loyal to their alma mater and as Western's 150th anniversary fast approaches, we all want to ensure the University continues to meet its goals. Our aim is to prosper together and continue to share in connections, contributions, skills, and knowledge. As such, our strategic plan, outlined in this document, will serve to guide the work of the Board of Directors, volunteers and dedicated staff partners in the years ahead.

## CORE VALUES

### Instill Pride

- We increase pride in Western among alumni.
- We create meaningful opportunities to become engaged and feel a part of Western's success.
- We work to strengthen Western's reputation and the value of a Western degree.

### Nurture Belonging

- We create a welcoming and inclusive alumni experience.
- We promote diversity and equity throughout the alumni community.
- We celebrate the alumni community and foster connectedness.

### Lead Through Service

- We garner investment of time, talent and gifts from alumni and their networks.
- We strive to make a difference in the lives of alumni and students.
- We support the University's strategic direction and initiatives.







## THEMES

In support of Western University's Strategic Plan, the Alumni Board plan has identified three overarching themes:

CONNECT	DEVELOP	CONTRIBUTE
<ul style="list-style-type: none"> <li>• <b>Listen to alumni voices</b> We advocate to the University on behalf of alumni, hold the Western Alumni Summit bringing together alumni groups, and seek formal and informal alumni input through various mediums.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Enable personal and professional growth</b> We shape, support and participate in alumni engagement initiatives such as career development, lifelong learning and mentorship opportunities.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Provide lasting legacy of alumni impact</b> We steward the Alumni Association's Legacy Fund and celebrate alumni achievements through awards and recognitions.</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Ensure breadth and impact of Alumni Network</b> We promote and champion the Mustang-to-Mustang Network and Western Alumni social channels, while supporting the Ambassador Program and chapters.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Encourage student engagement</b> We support and participate in alumni engagement initiatives such as Transitional Programming and Alumni Student Programming.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Facilitate sharing of time and knowledge</b> We provide a variety of diverse volunteer opportunities, including participation on our Alumni Association Board.</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Foster pride (Purple &amp; Proud)</b> We celebrate and promote signature Western events such as Homecoming and Western Day. We also utilize and promote various alumni perks and benefits.</li> </ul>		<ul style="list-style-type: none"> <li>• <b>Support fundraising priorities</b> We encourage and promote alumni donations and participate in the University's fundraising campaigns.</li> </ul>

## **VISION:**

To inspire all alumni to share a lifelong commitment, pride and passion for Western.

## **MISSION:**

We are the catalyst for building a vigorous alumni network and a lifelong relationship among Western and its constituents, including students and graduates, and for supporting the University's mission locally, nationally and internationally, as set out in the University's Strategic Plan.

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## **ALUMNI ASSOCIATION BOARD 2021/22**

Thank you to the members below for their contributions to this plan.

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