

Critical Issue	Objective	Responsible Party	Strategies	Action Steps	Resources Needed	Start Date	End Date	Staff	Complete
Technology	4	Web Coordinator; iModules; NAB Task Force	Research and implement two new forms of technology communication	2. Work with iModules to determine options (text messaging, podcast, iPod downloads, etc.)		Jul-09	Dec-09	DIS Web	X
Technology	4	Web Coordinator; iModules; NAB Task Force	Research and implement two new forms of technology communication	1. Benchmarking through other universities		Jul-09	Dec-09	KH	X
Commitment to Excellence	5	NAB Executive Board and task force	Develop process of recruiting, motivating, and sustaining volunteers	5. Develop clean and concise job descriptions for each volunteer job.	Examples of benchmarks from other schools	Jul-09	May-11	KH	in progress
Networks	3	AR; Network Chairs, Board Task Force	Develop a volunteer program.	2. Create job descriptions and expectations for volunteers	\$\$; Technology	Jul-09	May-11	LC	in progress
Current Students/Young Alums	2	Alumni Relations	Increase attendance at Senior Toast to 50-60% of graduating class	1. Develop a marketing strategy aimed at specific student groups	\$\$, collaboration with other departments	Jul-09	May-11	CB	ongoing
Networks	1	AR; Network Chairs, Board Task Force	Develop strategy to engage alumni from the late twenties to early forties.	1. Send a short survey via email to determine interests (5 questions)	technology	Aug-09	Sep-09	LC	X
Current Students/Young Alums	2	Alumni Relations	Increase participation in Ring Ceremony by 40%	1. Contact parents - send them a formal invite	\$\$, collaboration with other departments	Aug-09	Oct-09	CB	ongoing
Technology	1	NAB Task Force; Web Coordinator	Utilizing the Integrated Marketing plan, develop and launch an e-mail and paper campaign	5. Evaluate current life stage communication mediums and develop a strategy appropriate for each group	\$\$, collaboration with other departments	Aug-09	May-11	KH	X
Current Students/Young Alums	2	Young Alumni, AR	Increase Senior awareness of Frog 5	1. Announce/promote (on jumbo-tron) at football games prior to Homecoming	Collaboration with other departments	Aug-09	May-11	CB	not feasible
Current Students/Young Alums	2	Alumni Relations	Increase participation in Ring Ceremony by 40%	2. Push "tradition" of the TCU ring - "You aren't there, you really miss out"	\$\$, collaboration with other departments	Aug-09	May-11	CB	ongoing
Networks	1, 2	AR; Network Chairs, Board Task Force	Develop, enhance, and execute diverse and quality programs within the various networks.	1. Research and develop a marketing plan utilizing data from Task Force and a survey	\$\$; Technology; committee time; other departments	Sep-09	Dec-09	LC	X
Current Students/Young Alums	2	Alumni Relations	Increase attendance at Senior Toast to 50-60% of graduating class	2. Promote event at other senior programs	\$\$, collaboration with other departments	Sep-09	May-10	CB	ongoing
Technology	2	Web Coordinator; DIS; Tech. Serv.	Create awareness to campus community about features of iModules and provide training and support to departments.	1. Provide awareness and education on advantages and benefits of utilizing one central database.		Sep-09	May-11	KH	ongoing
Current Students/Young Alums	2	Alumni Relations	Increase TCU ring sales by 30%	2. Contact parents		Sep-09	May-11	CB	ongoing
Current Students/Young Alums	3	Young Alumni, AR	Increase Young Alumni participation in current student programming	2. Develop professional networking lunches with young alumni panels from various industries and collaborate with the seven colleges/schools	\$\$, collaboration with other departments, volunteers	Sep-09	May-11	LC	ongoing
Networks	1, 2	AR; Network Chairs, Board Task Force	Develop, enhance, and execute diverse and quality programs within the various networks.	2. Provide eight networking and career opportunities within the networks by partnering with TCU's Career Services office	\$\$; Technology; committee time; other departments	Sep-09	May-11	LC	ongoing
Networks	1	AR; Network Chairs, Board Task Force	Develop strategy to engage alumni from the late twenties to early forties.	3. Follow-up events with an email and short survey for new attendees	technology	Oct-09	May-10	LC	ongoing

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Current Students/Young Alums	2	Alumni Relations	Increase TCU ring sales by 30%	4. Provide a less expensive option		Nov-09	Nov-09	CB	not feasible
Current Students/Young Alums	1	Alumni Relations	Enhance the four Alumni Association joint programs and collaborate on 2-3 additional well designed programs for a total of 5-7 programs to keep students connected	2. Host a seminar/workshop at Senior Conference	Volunteers, \$\$, cooperation from other TCU depts.	Nov-09	May-11	CB/LC	ongoing
Current Students/Young Alums	3	Young Alumni, AR	Increase Young Alumni participation in current student programming	1. Increase alumni presence at the Tree Lighting ceremony	\$\$, collaboration with other departments, volunteers	Nov-09	May-11	CB	ongoing
Technology	1	AR; Web Coordinator	Utilizing the Integrated Marketing plan, develop and launch an e-mail and paper campaign	1. Create incentives/rewards	\$\$, collaboration with other departments	Nov-09	May-11	RB	ongoing
Current Students/Young Alums	1	Alumni Relations	Enhance the four Alumni Association joint programs and collaborate on 2-3 additional well designed programs for a total of 5-7 programs to keep students connected	3. Increase young alumni presence at the Junior Transitions FrogHouse	Volunteers, \$\$, cooperation from other TCU depts.	Jan-10	May-10	JF/CB	ongoing
Technology	1	Web Coordinator; DIS; iModules	Enhance and develop froglinks.com	4. Utilize iModule's poll/survey system	Collaboration with other departments	Jan-10	May-11	DIS Web	in progress
Current Students/Young Alums	1	Alumni Relations	Enhance the four Alumni Association joint programs and collaborate on 2-3 additional well designed programs for a total of 5-7 programs to keep students connected	4. Increase Alumni presence at Frog Camp	Volunteers, \$\$, cooperation from other TCU depts.	Jan-10	May-11	CB	ongoing
Current Students/Young Alums	2	Alumni Relations	Increase TCU ring sales by 30%	1. Use famous alumni in promotion campaign		Feb-10	Feb-10	CB	not feasible
Commitment to Excellence	4	NAB Executive Board & Marketing Committee	Work with TCU's Marketing and Communication Department to develop an integrated marketing plan	6. Measure the new brand's success	Networking with other schools, (internal & external data)	Feb-10	May-11	KH	ongoing
Current Students/Young Alums	1	Alumni volunteers, Alumni boards, AR	Develop and implement a process to educate current students and the TCU Community on the value of Alumni Association	4. Alumni staff/Young Alumni visit Greek and campus organizations	Alumni volunteers, collaboration with other departments, \$\$	Feb-10	May-11	CB/JF	ongoing
Networks	4	AR; Network Chairs, Board Task Force	Increase parent's awareness of their role in the alumni association.	1. Increase visibility of the alumni association during orientation	\$\$; technology; other departments	Feb-10	May-11	CB	ongoing
Technology	1	Web Coordinator; DIS; iModules	Enhance and develop froglinks.com	1. Provide a bookmark/icon for desktops and iPhone	Collaboration with other departments	Feb-10	May-11	DIS Web	in progress
Current Students/Young Alums	3	Young Alumni, AR	Increase Young Alumni participation in current student programming	4. Invite young alumni and Student Foundation members to sit on each other's boards	\$\$, collaboration with other departments, volunteers	Feb-10	May-11	JF/CB	not feasible
Current Students/Young Alums	4	Chapter Presidents, Alumni Relations	Develop and enhance value based programs for Young Alumni outside the Networks	2. Develop professional luncheons, social, and networking events	\$\$, collaboration with other departments, volunteers	Feb-10	May-11	JF	ongoing