

UNIVERSITY OF ALBERTA

**ALUMNI
ENGAGEMENT
STRATEGIC
PLAN** | 2019–2023

Highlights

FOREWORD



The Alumni Association Strategic Plan aligns with *For the Public Good*, the University of Alberta's institutional plan and the Advancement Strategic Plan. Goals and strategies were created with valuable input from the alumni community, alumni volunteers, advancement staff, and faculty and campus stakeholders.

VISION

A supportive, proud, global network of current and future graduates collectively making extraordinary contributions to the alumni community, the university and the public good.

MISSION

To connect, engage and support current and future alumni by:

- celebrating achievements and fostering alumni pride;
- inspiring volunteerism, advocacy and giving; and
- providing lifelong learning opportunities for personal and professional growth.

VALUES

- Inclusion – fostering lifelong relationships based on respect for diversity* and mutually beneficial opportunities to contribute.
- Excellence – quality service, creativity and innovation in our programs and volunteer experiences.
- Collaboration – actively partnering with the university community to engage alumni.
- Citizenship – empowering alumni to contribute to the alumni community and beyond.
- Tradition – honouring the university’s shared culture and history, and inspiring new traditions.

*DIVERSITY STATEMENT – We encourage a culture of belonging, inclusion and diversity for equity within the alumni and student community of the University of Alberta.

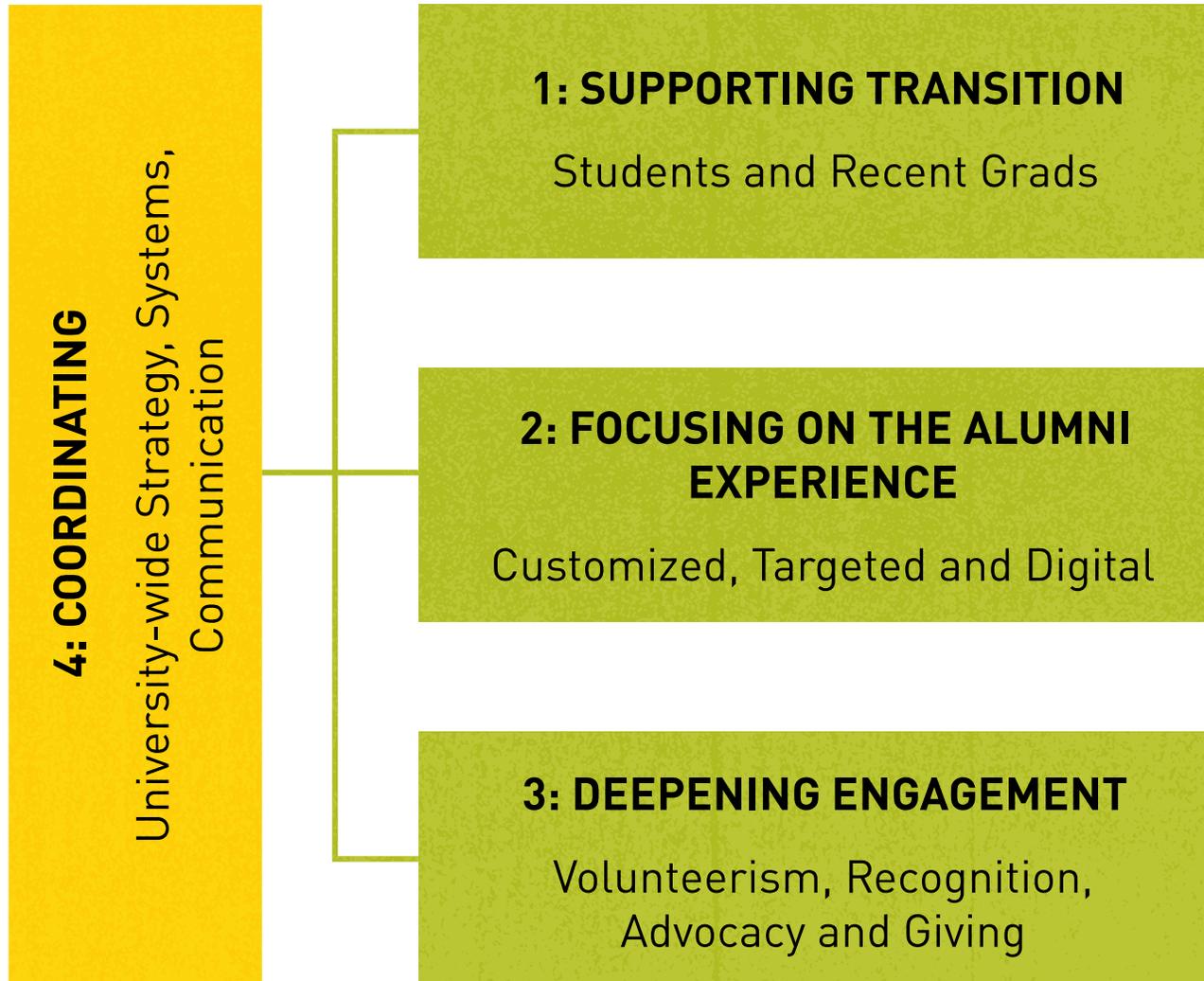
LIFELONG ENGAGEMENT A PRIORITY

The Alumni Association offers a variety of opportunities for you to maintain your connection with the University at every stage of life, including:

- benefits for recent grads
- personal and professional development
- fun and educational activities for families
- and rewarding volunteer experiences.



GOALS



GOAL 1: Supporting transitions for students and recent grads



From the moment you step on campus as a student you join the alumni community. When you embark on this important journey, University of Alberta graduates are here to support you.

As alumni, we want to pay it forward by helping you with life skills, career support and by creating opportunities to connect with a network of other graduates.

We also offer a variety of great perks and benefits that are exclusive for alumni.

How we can support

- Welcome and support students
[ASSET program, student grants](#)
- Support the transition from student to graduate
[Career Services](#)
- Offer compelling benefits
[Benefits](#)
- Provide mentorship and career supports
[Venture Mentoring Service](#), and
[Career Services](#)



The University of Alberta Alumni Association supports you in, throughout and beyond your academic journey.

GOAL 2: Focusing on the alumni experience



Providing diverse opportunities for lifelong learning and personal development is at the core of our program plans. We understand that life can get busy, so our hope is to customize experiences to make it easy for you to remain connected.



How we engage

- Provide tailored programming
[Alumni careers, Alumni Events and Lectures](#)
- Offer personal and professional development opportunities
[Professional Development Grants](#)
- Create digital services
[Switchboard](#)
- Ensure programs are accessible and inclusive

We can help you plug into what is happening at the University of Alberta and connect with alumni worldwide.

GOAL 3: Deepening engagement



As an alumni community, we can make an impact together through our time, talent and gifts to the university. Collectively we have an opportunity to “Do Great Things,” to celebrate our contributions and to inspire others to do the same.

We encourage alumni to engage in volunteer initiatives that help students, offer support to each other, and build a stronger university.

How we involve

- Celebrate alumni pride
[Alumni Recognition](#)
- Enhance meaningful volunteer opportunities
[Alumni Volunteers](#)
- Showcase key areas of university excellence
[Signature Areas](#)
- Inspire alumni to give back
[Giving](#)



We can make a difference in the lives of students and the community.

GOAL 4: Coordinate university-wide programs and communication

The Alumni Association works with our university partners to ensure that we are coordinating outreach to alumni in a way that makes sense for graduates. We want to ensure

that all alumni have opportunities to benefit from quality programs, interact with graduates from their facilities, and tap into a vast network of alumni living globally.



How we connect

- Coordinate university and world-wide access to professional development, networking and volunteering opportunities
Regional Chapters, Campus Chapters, Alumni Volunteers
- Keep alumni informed about the latest University of Alberta news and achievements.
Communications
- Record and celebrate the many contributions of our dedicated volunteers



There is something for everyone – to grow, contribute and learn.

Do great things today

Learn more at ualberta.ca/alumni

Follow us: [@UalbertaAlumni](https://twitter.com/UalbertaAlumni)

or call **780-492-3224**

