



Cultivating Connections: Strategic Planning for Modern Alumni Relations

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Purdue Ag Alumni Association

June 2021



Where do I start?



- New Director with long-serving predecessors
- Good at the implementation (HOW), but more challenged by the WHY
- HIRE A CONSULTANT!



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“In all affairs, it’s a healthy thing now and then to hang a question mark on the thing you have long taken for granted.”

Bertrand Russell
philosopher, historian



Questions to Answer

1. Who are your alumni and how are they connected?
2. How does the association invest in students and student organizations to plant seeds for life-long connections?



Questions to Answer



3. How do you leverage its unique social capital and cultural resources to share the great success story of American agriculture and your institutions contributions to that success?
4. How does the governance structure sustain the association as a vibrant organization and represent the diverse makeup of its alumni?



Gather Input



- board directors
- academic departments
- college leadership
- graduate students
- undergraduate students
- planning committee
- targeted groups of oft-overlooked alumni





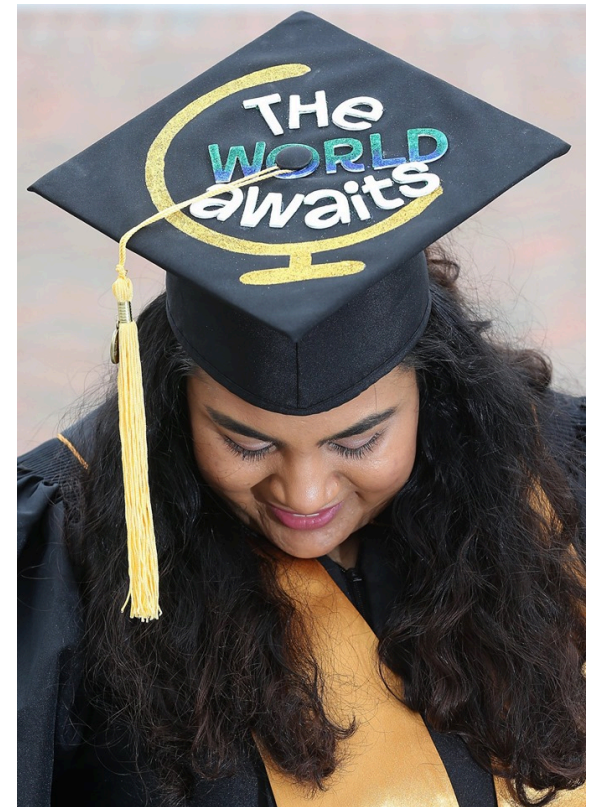
Who are your alumni?

0 – 10 years, early career

10 – 20 years, mid career

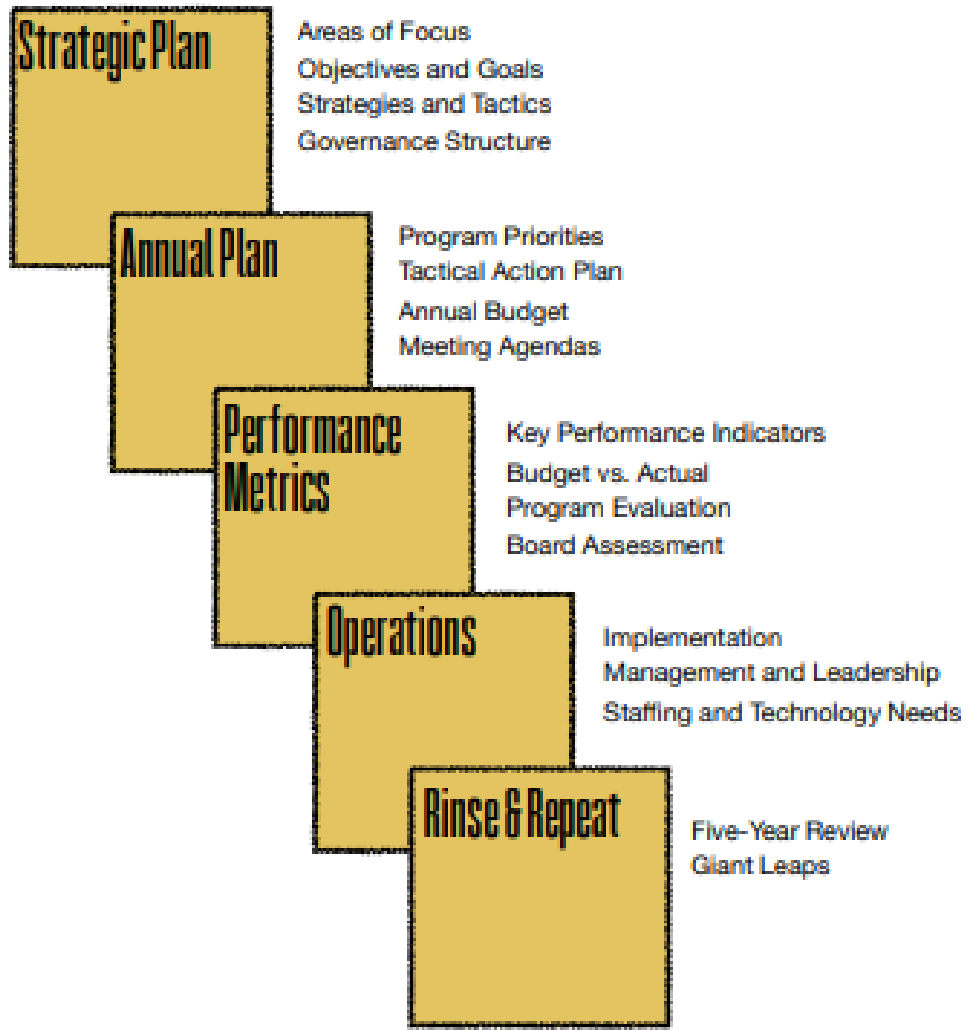
20 years – Retirement

Post-retirement/Legacy





2020-2024 Planning Model



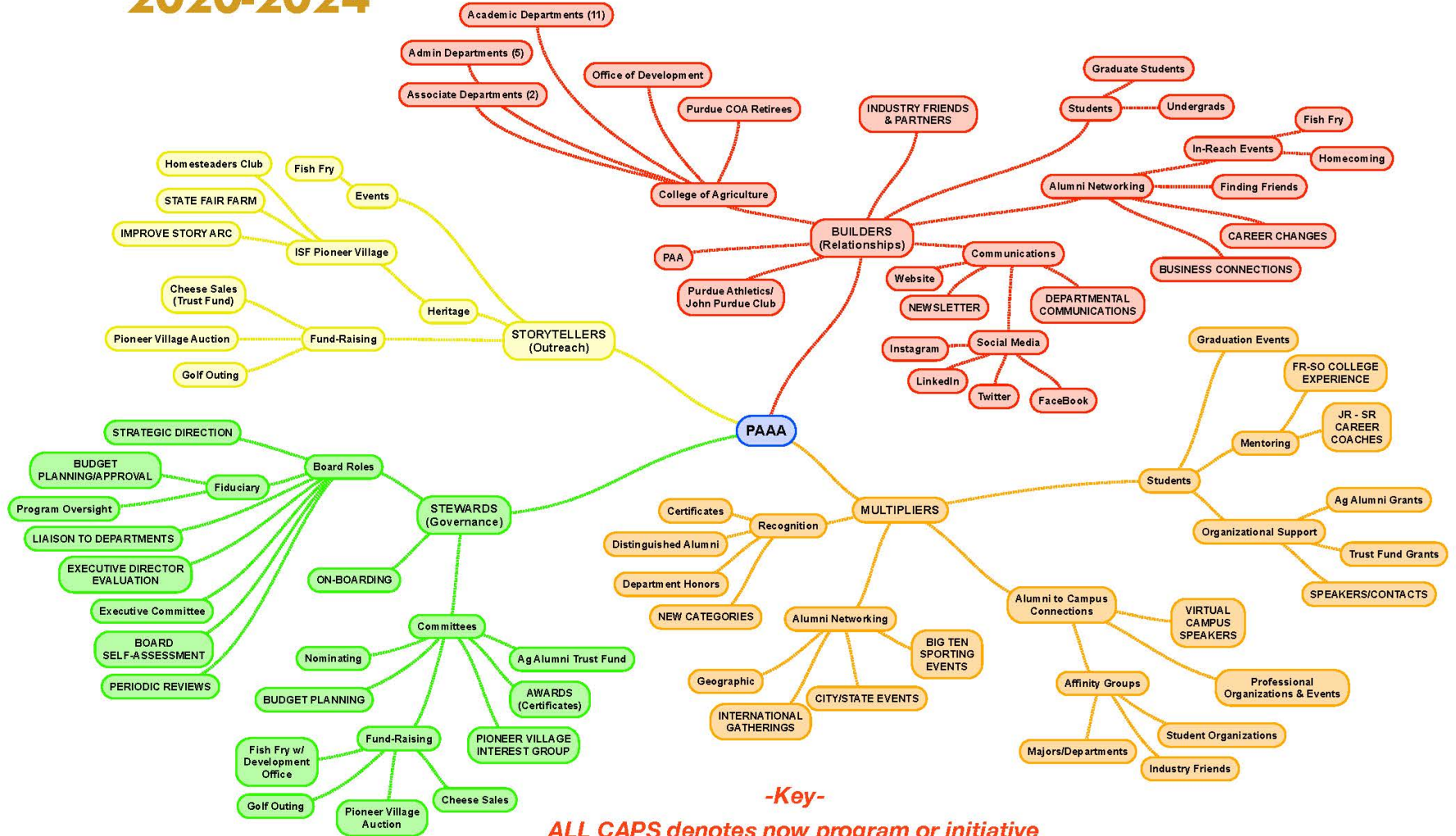
Find Areas of Focus

- Builders
(Relationships)
- Multipliers



- Storytellers
(Outreach)
- Stewards
(Good Governance)

PAAA Strategic Plan Mind Map 2020-2024



-Key-
ALL CAPS denotes now program or initiative

Tactical Plan



BUILDERS OF RELATIONSHIPS

Objective: Cultivating connections to and across the various strata of alumni and university stakeholders

BUILDERS OF RELATIONSHIPS	2020	2021	2022	2023	2024
Goal B1 - Increase awareness of the value of a Purdue degree, happenings at Purdue COA, and alumni achievements and activities.					
<ul style="list-style-type: none"> • <i>Develop a Content Strategy to gather and share alumni stories and events.</i> ▸ Collaborate with college and department communications staff ▸ Solicit stories from alumni, friends, and partners 	X	>	>	>	>
<ul style="list-style-type: none"> • <i>Develop a Delivery Strategy to reach various alumni audiences.</i> ▸ Use social media tools to connect and engage alumni, current students, faculty, staff, and other supporters. ▸ Improve the accessibility and functionality of the PAAA website ▸ Establish an e-newsletter and/or annual impact report to share alumni stories, college happenings, and alumni events. 	X	>	>	>	>
		X	>	>	>

Tactical Plan



MULTIPLIERS	2020	2021	2022	2023	2024
● <i>Distinguished Ag Alumni Awards</i>			X	>	>
● <i>Pathmaker Award</i>	>	>	>	>	>
● <i>Departmental Awards - Assist and encourage in expanding award programs from seven of the eleven academic departments to recognize their alumni.</i>		X	>	>	>
● <i>Explore new categories based on strata identified within Relationship Builders – early career, mid-career</i>			X	>	>
	2020	2021	2022	2023	2024
Goal M5 - Assist alumni in establishing and accessing networks to strengthen relationships and create connections					
● <i>Host and/or coordinate international gatherings of alumni in different countries or regions</i>					
▶ <i>Conduct one International gathering by 2024</i>		←————→			
▶ <i>Conduct one International Travel Tour for ag alumni by 2024</i>		←————→			



Strategic Plan Should Drive Your Agenda



- V. Ag Alumni Association – Update on Key Projects/Initiatives
 - a. Builders of Relationships *9:40 – 10:00 a.m.*
 - i. Marketing Committee Update (Drew Garretson)
 - ii. Graduation Update (Danica Kirkpatrick)
 - b. Multipliers *10:00 – 10:10 a.m.*
 - i. Awards Committee Update (Josh Crabb and Danica Kirkpatrick)
 - c. Storytellers/Outreach *10:10 – 10:20 a.m.*
 - i. Swiss Cheese Update (Danica Kirkpatrick)
 - ii. Pioneer Village Update (Ellsworth Christmas)
 - d. Stewards/Good Governance *10:30 – 10:45 a.m.*
 - i. Finance Committee (Danica Kirkpatrick)
 - ii. Governance Committee (Seth Harden)
 - iii. Strategic Priorities – Review (Danica Kirkpatrick)



Strategic Plan Should Drive Your Budget



	Commencement	Savings	Grad Students	Homecoming	Insurance	Monthly strategic initiative discretionary funds	NAADA	State Fair/Pioneer Village	
2									
3	July	\$ (2,000.00)				\$ (600.00)		\$ (1,500.00)	1
4	August					\$ (600.00)		\$ (5,000.00)	
5	September					\$ (600.00)	\$ (1,313.00)	\$ (3,800.00)	
6	October			\$ (4,000.00)		\$ (600.00)	\$ (1,000.00)		
7	November		\$ (3,000.00)	\$ (400.00)		\$ (600.00)		\$ 22,076.26	
8	December	\$ (500.00)				\$ (600.00)			
9	January					\$ (600.00)			
10	February					\$ (600.00)			
11	March					\$ (600.00)			
12	April					\$ (600.00)	\$ (1,000.00)		
13	May	\$ (4,000.00)				\$ (600.00)			

By Month | **By Project** | Actual | (+)

Sample Budget



Evaluation



- Meeting Goals
- Engaging board members like never before
- Board contributes to my annual evaluation
- Very clear, measurable goals to hold us accountable
- Clear measuring device when new opportunities arise – do they help us meet our goals?



Credit



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Questions?

