

Strategic Priority #1:

Support Northern Arizona University in All Ways

The Northern Arizona University Alumni Association will be a strategic partner with the university and advocate for educational advancement, engagement, brand championship, and growth.

1. Deploy our strengths and strategic partnerships to support NAU's mission and vision.
2. Grow awareness about philanthropic opportunities and increase the annual fund participation rate.
3. Ensure consistent brand standards between the NAU Alumni Association and NAU.
4. Serve as ambassadors for NAU's initiatives and achievements.
5. Advocate for and support the colleges' alumni engagement efforts.

Strategic Priority #2:

Connect Alumni with Northern Arizona University and Each Other

The Northern Arizona University Alumni Association will serve as the alumni gateway and advance the university by cultivating meaningful alumni engagement.

1. Conduct ongoing research to better understand the unique attitudes, behaviors, and expectations of Lumberjack alumni.
2. Develop relevant and compelling programming, including affinity groups and regional chapter programs.
3. Develop a focused engagement plan for satellite constituents.
4. Identify ways for alumni to serve the university and the NAU Alumni Association.
5. Optimize technologies and connect and communicate with current and future alumni with valuable content.
6. Invest in alumni career services programming to better engage future and current alumni on professional development opportunities.

Strategic Priority #3:

Support a Strong Alumni Association

The Northern Arizona University Alumni Association will be successful through staff and board collaboration and strategic organizational development.

1. Foster a culture that supports NAU in all ways.
2. Create a board culture where board members are empowered and motivated to act.
3. Facilitate an effective board through training and succession planning as well as seeking dynamic leadership and alumni diversity.
4. Measure and assess the effectiveness of all alumni engagement initiatives.
5. Cultivate a board membership that represents the diversity of our alumni community.
6. Leverage individual board members' knowledge, skills, and abilities to assist staff in advancing the University's alumni engagement initiatives.

Strategic Priority #4:

Cultivate Students and Young Alumni to Serve Northern Arizona University

The Northern Arizona University Alumni Association will cultivate students and young alumni for lifelong support of the university.

1. Establish the strategic plan for NAU-TEN in conjunction with the overall NAU Alumni Association goals.
2. Develop campus partnerships with university divisions (including Student Affairs and Lumberjack Alumni Ambassadors) throughout the student lifecycle, culminating in young alumni who are active and engaged through the use of a comprehensive student engagement plan.
3. Build consistent messaging to articulate what it means to be Lumberjack alumni for students and young alumni.
4. Design and deliver meaningful programming to meet the needs of alumni who have graduated within the last 10 years.