

DANVILLE COMMUNITY COLLEGE

ALUMNI ASSOCIATION

THREE-YEAR STRATEGIC PLAN
2013 – 2015

WITH ANNUAL REVIEW AND UPDATES

Mission

The mission of the Danville Community College Alumni Association is to provide alumni with personal and professional programs and services as well as to promote support for Danville Community College's educational excellence and superior workforce services for its service region. Members who access the programs and services are goodwill ambassadors who promote the general welfare and vision of the Alumni Association and Danville Community College, communicating the excellence of and their support for the college and for alumni offerings.

Members of the Danville Community College Alumni Association shall be encouraged to broaden the base of interest in the college via increased alumni membership and involvement that maximizes participation by giving economic and personal resources.

The Danville Community College Alumni Association shall maintain visibility with past and presently enrolled students by providing selected services when funds permit and by actively seeking alumni participation in DCC Alumni Association sponsored events. **A Danville Community College alumni is any individual who has successfully completed a credit class other than STD 100 at Danville Community College, Danville Technical Institute or Virginia Polytechnic Institute—Danville Branch.**

Purpose

The Danville Community College Alumni Association has as its purpose the support of personal and professional services and programs for alumni which enhance their abilities to be successful, productive citizens. Danville Community College's alumni initiatives promote alumni and college initiatives for innovation, diversity, excellence, access and success by:

- supporting programs, classes and resources that enhance personal and professional alumni growth;
- supporting programs that recognize past and present alumni accomplishments and success in order to reward those who achieve distinction;
- planning for special alumni activities and programs;
- coordinating alumni activities with campus activities and programs;
- providing personal testimony to communicate the achievements of Danville Community College and its alumni to the wider community;
- supporting the goals of Danville Community College's Educational Foundation; and
- supporting alumni academic and professional excellence in personal and professional pursuits as well as across campus.

Assumptions

The Danville Community College Alumni Association

- considers the first priority to be professional, academic and personal services to alumni, past and present;
- considers members of the Danville Community College Alumni Association to be goodwill ambassadors who promote the general welfare and vision of the Alumni Association and the college;
- works to broaden the base of interest in Danville Community College through alumni involvement; and
- recognizes the need to maintain visibility and presence of the Danville Community College Alumni Association in the lives of past and presently enrolled alumni, in the DCC service region and in governmental decisions that will impact Danville Community College or its alumni.

PROCEDURAL GOALS

Goal 1

The Danville Community College Alumni Association will operate under an efficient and effective organizational structure to:

- Objective 1** review the by-laws annually. The Alumni Relations Coordinator will conduct the initial review and send it to the By-laws committee for review, adopting necessary changes;
- Objective 2** review Danville Community Alumni Council's structure to clarify roles and responsibilities, members' terms, membership diversity and committee structure;
- Objective 3** organize and conduct periodic DCC Alumni Council meetings and DCC Alumni committee meetings;
- Objective 4** develop and conduct an orientation program for new council members;
- Objective 5** work with the DCC Foundation Director and Alumni Relations Coordinator to provide regular financial and committee reports to the Alumni Association Council and, when needed, to the DCC Foundation Board; and
- Objective 6** develop goals and objectives for each academic year.

Goal 2

The Danville Community College Alumni Association will establish an integrated communications plan to:

- Objective 1** promote the activities and services the DCC Alumni Association provides and can provide to the college and its alumni;
- Objective 2** strengthen positive relations between Danville Community College and the community;
- Objective 3** develop, maintain and utilize a database to communicate major initiatives and accomplishments of Danville Community College and alumni for extended connectivity between the alumni and the college;
- Objective 4** work with the Alumni Relations Coordinator and the DCC Public Relations Officer and other college media staff to increase community awareness of alumni association operations, offerings and alumni achievements;

Objective 5 broadcast monthly e-mail blasts on current events and offerings of the Alumni Association through the DCC Alumni Association web site to all alumni with available e-mails;

Objective 6 broadcast selective e-mail blasts to specialized alumni groupings on an as-need basis for specific information or monetary support developed through the Alumni Relations Coordinator at the direction of the DCC Foundation Director;

Objective 7 publish and distribute an alumni e-newsletter at least once yearly when staffing increases to full-time and funds permit; with funds permitting, distribute a newsletter through the U.S. postal system yearly;

Objective 8 coordinate public speaking opportunities for members of the DCC Alumni Association to address educational and community organizations that afford an opportunity to promote and support the DCC Alumni Association's mission;

Objective 9 utilize DCC's electronic signs, internal and external, as well as the marquee on South Main Street to make announcements regarding the DCC Alumni Association;

Objective 10 utilize news sources within the DCC service region including one TV show yearly when a show is available, e-news sources, including the college web site and the alumni web site, and other marketing tools to increase awareness of the college, its alumni organization and the organization's successes. Directives from DCC and the VCCS on media contacts and coverage should be followed consistently—such directives, available from the Public Relations Officer and the Alumni Relations Coordinator are distributed each October at the regularly scheduled Alumni Council meeting and are also sent to each Council member by e-mail to assure no one inadvertently violates local and state policies; and

Objective 11 follow accepted web mail legal, national guidelines, practices and directives concerning web mail from the alumni website provider and policy directives on web mail from Danville Community College and the Virginia Community College System. Copies of all directives shall be distributed at the October Alumni Council meeting and through e-mail in October

yearly to all Council members. They are available from the Alumni Relations Coordinator on request and kept on file in the DCC Foundation Office.

PROGRAMMATIC GOAL

Goal 1

The Danville Community College Alumni Association will work to increase alumni awareness of the organization and its support by:

- Objective 1** continually maintaining a presence, when funding permits, in the local news media through supplying stories on alumni operations and alumni advertising ideas to the DCC Public Relations Officer, flatscreen/marquee coordinators and LeCourier director;
- Objective 2** maintaining an alumni presence in all college semester publications through coordination with the DCC Public Relations Officer, in meetings with student organizations and faculty yearly and in *Le Courier* as deemed necessary by the Alumni Relations Coordinator in conjunction with the DCC Educational Foundation Executive Director;
- Objective 3** developing, maintaining and utilizing the continually updated database to generate awareness of and participation in the DCC Alumni Association;
- Objective 4** producing alumni newsletters through the form of e-mail blasts for ongoing communications sent to alumni and posted to the *DCC Users*, so all staff and faculty receive the information as soon as it is broadcast to alumni;
- Objective 5** developing and cultivating via a speakers' bureau awareness of the organization and the web site;
- Objective 6** utilizing the opportunity of DCC's building program, four-year opportunities, work-force services, and new curricula offerings as alumni opportunities;
- Objective 7** utilizing positive connections and expertise alumni have developed and possess in the economic and political arenas concerning the DCC Foundation and Danville Community

College budget needs in economic downturns and during specific funding needs;

Objective 8 expanding member benefits when the DCC Alumni Council in conjunction with the DCC Educational Foundation Executive Director and the Alumni Relations Coordinator concur on the advisability of a specific initiative; and

Objective 9 producing yearly, a television program on the alumni organization and alumni initiatives in conjunction with the DCC Educational Foundation Executive Director.

Goal 2

To create in Danville Community College students ongoing awareness of automatic alumni membership requirements and to inform and educate them about the DCC Alumni Association's role by:

Objective 1 being visible at major student events such as graduation, Celebration of the Arts, African-American History Month, and others;

Objective 2 ensuring that an alumni pledge is the final act of graduation yearly so that it becomes an expectation of the graduates and the general public;

Objective 3 providing alumni materials to all graduates;

Objective 4 encouraging student registration on the alumni web site through *Le Courier* and the internal and external signage;

Objective 5 producing special events for alumni;

Objective 6 encouraging sales of alumni-related merchandise in the book store; and

Objective 7 when monetarily feasible, awarding a DCC Alumni Association scholarship and book scholarship.

Goal 3

To provide opportunities for alumni recognition by:

Objective 1 yearly recognizing up to five alumni from DCC, up to three alumni from VPI-Danville Extension and up to three alumni from Danville

Technical Institute (if no one is recognized from one of the three institutions in a given year, efforts should be made beginning in June each year to find individuals from that institution who are worthy of recognition, so that institution will continue to be seen as a vital link in DCC's history during the next year's awards announcements. The Alumni Council should be updated monthly over the continuing need if a viable candidate is not nominated.).

Objective 2 maintaining a continuously expanding plaque of alumni honorees in the Student Center with pictures of the yearly four honorees added to the wall display in the Foundation office hallway;

Objective 3 yearly recognizing three or less alumni or supporters of the college who have been outstanding contributors to athletics on campus or off campus; recognition can be extended to an entire team from the past;

Objective 4 maintaining a continuously expanding plaque of Sports Hall of Fame honorees in the Student Center with pictures of the yearly three honorees displayed in the Foundation office hallway;

Objective 5 developing a databank of DCC alumni profiles—profiles include all alumni from three institutions—DCC, DTI, and VPI-Danville; and

Objective 6 reviewing yearly current award structure, nomination process and recognition ceremonies and make necessary changes.

Goal 4

The DCC Alumni Association will conduct activities to fulfill its goals of supporting the association's welfare and the vision of the college by:

Objective 1 working closely with the Educational Foundation Executive Director and Alumni Relations Coordinator to identify the alumni needs;

Objective 2 working closely with the Educational Foundation Executive Director and Alumni Relations Coordinator between April 1

and June 30 yearly, specifically delineate activities and programs for Alumni operations during the upcoming college year beginning July 1;

Objective 2 conducting at least one major special event annually to maintain visibility of past and present alumni;

Objective 3 maintaining and expanding professional and personal contacts to expand student scholarship offerings; and

Objective 4 establishing plans and procedures for developing alumni awareness of how and why monetary and personal support of the college and the association is of vital importance.