

STRATEGIC PLAN FOR ALUMNI ENGAGEMENT



STEVENS
ALUMNI ASSOCIATION
PER ASPERA AD ASTRA

STRATEGIC PLAN FOR ALUMNI ENGAGEMENT



Three years ago, we created a bold vision for alumni engagement at Stevens in response to the charges set forth in *Stevens 2032: Inspired by Humanity, Powered by Technology™*, the institutional strategic plan. We accomplished much, but we still have more yet to do. And so, we refreshed and revised our plan to help us focus on our key vision and priorities for where we want to take alumni engagement at Stevens over the next several years.

The headwinds facing higher education are plentiful, and our alumni community is growing by leaps and bounds. We must be responsive to the changing needs of our community while making each and every member feel like they are heard, seen, and engaged. We must build a culture of philanthropy and engagement across the institution to catapult this alumni network to the next level, and we must nurture our alumni community from its very beginnings – in student life.

We invite each and every member of our alumni community to join us in this effort. Your participation – big or small – will make a difference in your own life, and the life of your beloved alma mater. I charge each of you to find a way to connect with us and be a part of this rich and vibrant community that is playing a big part in taking Stevens to new heights. Together we can realize this bold vision, no matter the challenges ahead.

I am deeply grateful for the partnership and creativity expressed by our working group of amazingly talented alumni and staff:

Marissa Brock '99
Charlie Buscarino '85
Michael Cahill '15 M.Eng. '15

Chris Frank '89 M.S. '93
Lauren Mayer '12
Laura A. Paglione '90

Jean Savitsky '85
Martha (Patty) Torres '01
Ed Yao

When we enact this plan, we expect the following outcomes:

- Year over year growth in the number of alumni we engage, as measured by our industry standard CASE metric
- Realized growth in philanthropy, which will help us build a pipeline for the future
- A feeling amongst our alumni community that we have changed and grown, and continue to find new ways to include our alumni in the life of the university
- Stronger partnerships between the alumni engagement staff team, our campus partners, and our volunteer network

Per aspera ad astra,

Megan K. Stevens
Assistant Vice President, Annual Giving and Alumni Engagement
Executive Director and Executive Secretary, Stevens Alumni Association



OUR VISION

To be an inspired global alumni community of innovators, proudly engaged with Stevens throughout all stages of life, driving transformative impact in society.

OUR STRATEGIC PRIORITIES:

- 1. Personalize alumni journeys based on life stage, affinity, and other defining characteristics to make all alumni feel a unique connection to Stevens**
 - a. Provide pathways to engagement for every member of the alumni community
 - b. Identify key networks and segments to increase and deepen engagement strategically
 - c. Leverage a variety of communication channels to make messaging more personal and promote a customer-first mindset
- 2. Build a stronger alumni base for the future by investing in continuous and impactful young alumni and student engagement strategies**
 - a. Establish an active alumni mindset beginning with students and recent graduates through a variety of programs and traditions
- 3. Instill a deep sense of pride in alma mater by elevating the brand of the Stevens alumni community and promoting activities and programs that advance the stature of a Stevens degree**
 - a. Elevate the global impact and influence of the Stevens alumni network through stories and messaging
 - b. Provide lifelong learning and engagement opportunities that keep alumni connected
- 4. Reduce historical barriers to engagement in order to enable our community to thrive**
 - a. Increase technological efficiencies that allow alumni to connect with each other and with Stevens
 - b. Identify and address structural and operational barriers and increase efficiency in ways of working with the Stevens Alumni Association
 - c. Identify and begin to address key reasons that are keeping alumni from being actively engaged in our community
 - d. Cultivate a strong and impactful network of volunteers focused on supporting

