THE Driving Force:

THE STRATEGIC ROUTE TO SUCCESS

ALUMNI ASSOCIATION STRATEGIC PLAN

for the North Carolina Agricultural and Technical State University Alumni Association
As graduates of North Carolina Agricultural and Technical State University, we have been called by many names, and among the most important to us is “alumni.” It signifies that we’ve earned our place in Aggie history. It shows we had the audacity to be greater than we ever imagined. It means our commitment to our beloved alma mater did not end when we received our respective degrees.

After graduation it is very easy to become removed from the day to day happenings on campus. Whether you graduated in the last year, the last decade or beyond, the university’s road to fulfill the bold, yet attainable strategic plan, A&T Preeminence 2020, gives each of us an opportunity to not only be informed but to get involved.

This plan was a collaborative effort of the Association’s Board of Directors and the Office of Development and Alumni Relations. It is a reflection of the most important goals for the Association to accomplish as we align ourselves with A&T’s Preeminence 2020. Although the six goals are listed in numerical order, that is not an indication of priority as all are important for us to achieve the overall goal – to engage and inspire alumni and others to maintain a lifelong commitment to our alma mater.

We are the heart of the North Carolina A&T family – the driving force. It is imperative that we take an active role as ambassadors in carrying forth the mission and vision of this great institution to assure the university stays atop of the ever-changing landscape of higher education and to be an institution of choice for the best and brightest students.

Our role requires us to dig deep to personify the Aggie Pride we feel when our athletic teams compete on the playing field and when we celebrate our university’s heroes, such as our founders and the A&T Four. Full alumni engagement is what we want and what the current and future students of A&T need.

Just as forward thinking educators in 1891 had a vision to educate students for the careers of the future, we must now embrace our university’s current (and future) vision and do our part to educate today’s students to become tomorrow’s global leaders in their chosen fields. We are better than yesterday, but never as good as tomorrow. Whether we write a check, secure matching funds from our employers, lend our time and talents to our respective school/college or spend time mentoring a student, our university is calling on us to continue the core mission of student success. And we will answer that call because that’s what Aggies Do!

Sincerely,

Dr. Claudette Bennett, ’75
Chair, National Alumni Association
As North Carolina Agricultural and Technical State University pursues preeminence by the year 2020, it is critical for alumni to play a major role in the success of the National Alumni Association. As an alumnus of North Carolina A&T, you are the heart of the Aggie family and your passion finds its voice in Aggie Pride.

You are an integral part of a legacy that has changed the world. Now is the time for you to take advantage of this great opportunity to meaningfully impact the university you love by showing true Aggie Pride, because that’s what Aggies Do!

The launch of the university’s Aggies Do! branding campaign defines the Aggie experience and rich story. Aggies Do! is a call to action that captures the ideals and vision of North Carolina A&T and the essence of Aggie Pride. It provides alumni with an identification that resonates regardless of the years of matriculation or graduation. More importantly, it stimulates motivation to act upon that spirit that fuels the passion instilled in all Aggies.

The goals of this strategic plan, The Driving Force, have been developed to strengthen the bond between the university and alumni. We will create programs and opportunities for alumni to connect with each other, students and the university, because we aim to build upon the positive relationships with our seasoned alumni; increase participation, involvement and communication with our younger alumni; and engage with current students. Above all, our goal is to foster lifelong alumni participation through engagement, involvement and giving.

Harness your incomparable passion into tangible support of “Dear A and T” by giving of your time, talent and treasure. Please encourage and challenge your fellow alumni to join you in support of the university and the association. Cherish the great legacy that is North Carolina A&T and be an even greater impact on its future. Be the driving force.

In Aggie Excellence,
Rosetta L Clay
Associate Vice Chancellor for Alumni Relations/
Executive Director of Alumni Association

The Road to Excellence

With the landscape of traditional higher education changing rapidly, the competition increases for a diverse population of quality students, faculty and staff. The future of N.C. A&T lies directly in its ability to offer a stimulating learning environment with diverse subject matter.

Ongoing cuts in educational funding on local, state and national levels continue to make it difficult to offer high quality students and faculty incentives to further their studies and research which makes alumni involvement paramount to securing the university’s success.

The North Carolina A&T Alumni Association and the Office of Alumni Relations operate under an Integrated Alumni Relations Model with a goal to align efforts to better serve the needs of alumni. This new model will lead to greater efficiencies, employ on-campus staff with expertise to manage daily operations, eliminate redundancy of function, improve customer service for alumni and maximize the financial resources of the association.

Through this effort, the National Alumni Association is working to connect with more than 50,000 alumni to create a greater sense of commitment and service to the university through engagement, involvement and giving. This is critical to the success of the university’s strategic plan, A&T Preeminence 2020. Aligning the strategic plan goals of the National Alumni Association with A&T Preeminence 2020 empowers alumni with a sense of ownership and inclusion while forming a greater commitment of service to the university as it makes the journey to the accomplishment of its strategic plan. The Driving Force will become the road map for how the association will play a key role to ensuring success for both entities.
The North Carolina Agricultural and Technical State University National Alumni Association is the driving force that engages and inspires alumni, students and friends of the Aggie family to maintain a lifelong commitment of service to the university and our global communities.

Mission
Our mission is to cultivate loyalty and tradition, and foster mutually beneficial lifelong relationships between the university, alumni, students and friends of the Aggie family.

Guiding Principles
Exemplary Customer Service
We pride ourselves in offering high-quality service and programs.

Integrity
We demonstrate high moral character and ethical behavior.

Personifying Aggie Pride
We commit our time, talent and resources to the Aggie family.

Civic Engagement
We identify opportunities and develop relationships that address the challenges of regional, national and global communities.

Gratitude
We celebrate and recognize the achievements of the Aggie family.

Cultivate
We commit to develop future alumni from our first interactions.

Communications
We provide relevant and transparent communications.

The Driving Force
N.C. A&T Alumni Association Strategic Plan

one: Assess and improve daily operational infrastructure of the Alumni Association.
two: Develop and implement a comprehensive array of rewarding programs and activities that increases overall alumni engagement with the association and university.
three: Partner with university and community entities to generate revenue to support the sustainability of the Alumni Association.
four: Cultivate a relationship between students and alumni through consistent engagement.
five: Build brand awareness of the National Alumni Association’s mission through a comprehensive communications plan.
six: Promote the success of university research achievements to encourage support through giving and recognition.

These six goals have been identified to maximize the effectiveness of the Alumni Association to increase overall alumni engagement. These goals and strategies align with the university’s strategic plan A&T Preeminence 2020 (see p. 12) and will serve as the road map to a larger, more engaged constituency spanning generations of Aggie alumni.
goal one

ASSESS AND IMPROVE DAILY OPERATIONAL INFRASTRUCTURE OF THE ALUMNI ASSOCIATION
Strategies:
• Transition daily operations to the Office of Alumni Relations empowering alumni as ambassadors to connect alumni and others to the association and university
• Adopt a comprehensive leadership development strategy to assist with succession planning to strengthen alumni pipeline
• Assess current alumni chapter structure for uniformity and alignment with association’s goals, mission and strategic plan

goal two

DEVELOP AND IMPLEMENT A COMPREHENSIVE ARRAY OF REWARDING PROGRAMS AND ACTIVITIES THAT INCREASES OVERALL ALUMNI ENGAGEMENT WITH THE ASSOCIATION AND UNIVERSITY
Strategies:
• Identify university programs to engage alumni in the intellectual, cultural and numerous learning opportunities available
• Offer new alumni volunteer opportunities that align with university priorities
• Develop a unified approach to alumni engagement to offer various points of entry for connection
• Partner with schools/colleges and associated entities to capitalize on existing programs and seek new engagement opportunities
• Create awareness of the Alumni Association’s programs and activities to attract a more diverse group of alumni

goal three

PARTNER WITH UNIVERSITY AND COMMUNITY ENTITIES TO GENERATE REVENUE TO SUPPORT THE SUSTAINABILITY OF THE ALUMNI ASSOCIATION
Strategies:
• Solidify an agreement with the university that ensures long-term investment in the association
• Collaborate with the university to develop ongoing fundraising strategies specific to needs of the association
• Develop a strategy to create revenue streams and share program costs with appropriate university entities and similar partners
• Implement membership fee structure to sustain association while providing benefits to alumni
• Secure corporate partnerships to offer resources and services to alumni

goal four

CULTIVATE A RELATIONSHIP BETWEEN STUDENTS AND ALUMNI THROUGH CONSISTENT ENGAGEMENT
Strategies:
• Strengthen relationships with campus partners to identify opportunities to connect alumni to students and the university
• Enhance the chapter program to keep alumni informed, connected and engaged in the life of the association and the university
• Engage current students to foster a lifelong relationship including development of a Student Alumni Association
The final destination for The Driving Force is continued success for the North Carolina Agricultural and Technical State University Alumni Association. The Driving Force establishes the structure necessary to cultivate loyalty and tradition while fostering mutually beneficial lifelong relationships between the university and alumni.

Realization of the following would mean success for this plan: an overall increase in alumni engagement; involved younger alumni; connection with current students; the development of a fee structured incentive member program; comprehensive training materials for chapter leaders; enhanced policies and procedures; partnership with university for collaborative alumni engagement; and the mobilization of leadership for strategic engagement with constituents. Thus, the desired outcomes of this plan would result in an established pipeline of alumni support beyond the year 2020.

The Alumni Association has defined how it will measure and track the achievement of the aforementioned goals. Measuring The Driving Force establishes the framework for effective alumni engagement and organizational success for the National Alumni Association. Translating this plan into action requires close monitoring and a commitment to making thoughtful choices to ensure sustainable growth of the association and its efforts.
### Assess and Improve Daily Operational Infrastructure of the Alumni Association

- Transition daily operations to the Office of Alumni Relations empowering alumni as ambassadors to connect alumni and others to the association and university.
- Adopt a comprehensive leadership development strategy to assist with succession planning to strengthen alumni pipeline.
- Assess current alumni chapter structure for uniformity and alignment with association’s goals, mission and strategic plan.

### Develop and Implement a Comprehensive Array of Rewarding Programs and Activities That Increases Overall Alumni Engagement with the Association and University

- Identify university programs to engage alumni in the intellectual, cultural and numerous learning opportunities available.
- Offer new alumni volunteer opportunities that align with university priorities.
- Develop a unified approach to alumni engagement to offer various points of entry for connection.
- Partner with schools/colleges and Associated Entities to capitalize on existing programs and seek new engagement opportunities.
- Create awareness of the Alumni Association’s programs and activities to attract a more diverse group of alumni.

### Partner with University and Community Entities to Generate Revenue to Support the Sustainability of the Alumni Association

- Solidify an agreement with the university that ensures long-term investment in the association.
- Collaborate with the university to develop ongoing fundraising strategies specific to needs of the association.
- Develop a strategy to create revenue streams and share program costs with appropriate university entities and similar partners.
- Implement membership fee structure to sustain association while providing benefits to alumni.
- Secure corporate partnerships to offer resources and services to alumni.

### Cultivate a Relationship Between Students and Alumni Through Consistent Engagement

- Strengthen relationships with campus partners to identify opportunities to connect alumni to students and the university.
- Enhance the chapter program to keep alumni informed, connected and engaged in the life of the association and the university.
- Engage current students to foster a lifelong relationship including development of a Student Alumni Association.

### Build Brand Awareness of the National Alumni Association’s Mission Through a Comprehensive Communications Plan

- Implement a comprehensive communications plan to educate, connect and engage alumni.
- Create publications, enhance web presence, leverage social media and other emerging technologies to better align and convey central messages, institutional priorities and areas of interest to alumni.
- Use multi-channel distribution plan for transparency and effectiveness.

### Promote the Success of University Research Achievements to Encourage Support Through Giving and Recognition

- Create awareness of university research achievements through communications to alumni.
- Provide opportunities for faculty to share research with alumni.
- Encourage alumni to financially support endowed professorships and research efforts.

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**The Road Map**

- **In Progress**
- **Start Date**
- **Target Completion**

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A&T Preeminence 2020: Embracing Our Past, Creating Our Future

NORTH CAROLINA AGRICULTURAL AND TECHNICAL STATE UNIVERSITY STRATEGIC PLAN

Vision
North Carolina Agricultural and Technical State University will be recognized as a preeminent land-grant university and the institution of choice for high-achieving students who are inspired by outstanding teaching and learning, civic engagement, transformative research, and creative scholarship to solve societal challenges.

Mission
North Carolina Agricultural and Technical State University is an 1890 land-grant doctoral research university dedicated to learning, discovery, and community engagement. The University provides a wide range of educational opportunities from bachelor’s to doctoral degrees in both traditional and online environments. With an emphasis on preeminence in STEM and a commitment to excellence in all its educational, research, and outreach programs, North Carolina A&T fosters a climate of economic competitiveness that prepares students for the global society.

(Approved by the UNC Board of Governors, February 21, 2014)

Goals

goal 1: Create an intellectual climate that encourages the creative exchange of ideas and increase the quality of the professional environment.
goal 2: Commit to excellence in teaching, research, public service and engagement.
goal 3: Position the university to be a national, premier research-intensive, doctoral, science and technology-focused learning institution.
goal 4: Embrace an entrepreneurial spirit that intentionally engages university and community partners to expand economic development and civic engagement.
goal 5: Foster a diverse and inclusive campus community by promoting cultural awareness, collegiality and by cultivating respect for diverse people and cultures.
goal 6: Achieve excellence in academic and operational effectiveness and efficiency.