Whitman College Alumni Association Board of Directors
Five-Year Plan
2012-2017

VISION: NOW IS THE TIME TO MAKE WHITMAN COLLEGE A PLACE FOR ALUMNI TO CALL HOME.

Over the course of the next five years, Whitman College is embarking on fundamental and exciting initiatives, including a capital campaign organized around the three touchstones: academic strength, access, and the financial strength of the institution. Since alumni play an indispensable role in the success of the capital campaign, the Alumni Association Board of Directors will provide advice, strategic direction, and support to bolster alumni connections to the College. The Alumni Board, therefore, is motivated to orient its advocacy and efforts to the success of the campaign and to provide continuing value to alumni. The strategic priorities, activities, events, and communications of the Alumni Board will be focused on creating a place for alumni to call home that will, in turn, strengthen the College.

GOALS:

(1) Support the College’s effort toward a successful capital campaign;
(2) Work with the College to implement a one-weekend reunion concept successfully and effectively;
(3) Consonant with the College’s capital campaign, secure a new location for Alumni Office that provides the physical facilities that appropriately reflect the value Whitman places on alumni;
(4) Increase awareness and participation among alumni and other stakeholders of the College’s programs, activities, events, and priorities;

AUDIENCES:

Stakeholders:
• Alumni
• Current students
• Parents of current students
• Friends of the College

Partners:
• The Board of Trustees and Board of Overseers
• President and senior administration
• Whitman faculty
• Whitman staff
**Whitman College Alumni Board Five-year Plan**  
**2012 to 2017**

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<th>Goal 1</th>
<th>Approach (Strategies and Tactics)</th>
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| Support the College’s effort toward a successful capital campaign focused on building:  
  • Academic Strength  
  • Access for students through scholarships, and  
  • Financial Strength of the College | Events:  
**Integration with currently planned events:**  
• Fall Welcome Events will be attended by a representative from the local campaign committee.  
• All alumni events and trips will provide an update on the campaign.  
• The Presidential briefing session during reunions will include a campaign update.  

**Plan events around the three elements of the campaign:**  
1. Building Academic Strength  
   -- Faculty lectures, especially senior faculty to evoke nostalgia and inspire support of mentors found on the Whitman faculty. Feature new professors at Summer College.  
   -- Library  
   -- Global Studies  
   -- Internships  
   -- Student-faculty research  
2. Access  
   -- Provide information about the necessity and impact of scholarships through presentations about Whitman’s position in the competitive marketplace utilizing leaders on the admission staff.  
3. Financial Strength of the institution  
   -- Presentations by the business office, President, Peter Harvey, John Bogley.  

**NOTE:** Though not specifically planned to support the campaign, career networking opportunities will be investigated. |  
• Increase awareness of the capital campaign.  
  o Ensure we provide information about the status of the campaign at events.  
  o Plan at least one event in each market  
    1 each year to feature one or more of the three elements of the campaign.  
• Increase contributions to the capital campaign.  
  o 75% of alumni make gifts during the campaign (8 year period). |

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1 Markets:  
• Primary: Seattle, Portland, SF/Bay Area  
• Secondary: DC event, Spokane, NY, Southern CA (SB, LA, SD)  
• Tertiary: Denver, Anchorage, AZ, MT, Boise, Honolulu
### Communications:
- A “sell sheet”- two page summary of the campaign- will be provided at all alumni events.
- A passive request for giving will be part of all programs/events (e.g. QR code, donation envelopes, ability to process credit cards (Square))
  - Feedback to development office
- Include short oral briefing on the college and campaign update during introduction of alumni programs/events. Content will include:
  - Key messages from college
  - Quarterly update on the status of the campaign
  - Regional events update (e.g., what is planned for that region)
- Develop a social media strategy.
- Increase use of existing communications (Whittie News, Live Wire, 50+) to highlight campaign developments and information.

### Other:
- Each member of the Alumni Board will make a gift each year of the campaign.
- A representative from the Alumni Board will be appointed to each of the regional campaign committees.
- Provide a central location for campaign related information available to the Alumni Board.
| Work with the College to implement a one-weekend reunion concept successfully and effectively. | • Meet with George Bridges to invite President’s Council to Fall Board meeting to hear from the Alumni Board about importance of One Reunion Weekend. (Utilize any board members who can be in town to meet with George in advance of the fall meeting.)  
• Work with Alumni Office staff to be educated on the fiscal impacts of the one reunion concept so that alumni board members can be better ambassadors for the Alumni Office.  
• Have staff draft a One Reunion Weekend schedule and outline for discussion by Alumni Board.  
• Meet with Campus Staff and Faculty at Alumni Board Weekend.  
• Provide knowledgeable information and support to campus constituents of the costs and benefits of the one reunion weekend concept.  
• Educate Overseers through Alumni Board representatives about One Reunion Weekend.  
• Have Board draft a letter from George Bridges to campus community about the One Reunion Weekend to be distributed through the Fountain. | Prepare campus stakeholders for the One-Reunion Weekend concept. |
|---|---|---|
| • After college staff pick a 2014 date for the One- Reunion weekend, draft a communications plan to announce and promote one reunion through Livewire, Whitman Magazine, Whittie News, The Fountain, web, direct mail, email or other media sources. Include budget estimate for the communications plan.  
• At current reunion and other alumni events, provide literature in registration packets that the College is heading toward a one reunion weekend in future.  
• Prepare targeted marketing for those first classes experiencing One Reunion Weekend. | Prepare alumni for the One-Reunion Weekend concept. |
| • Meet with Facilities staff and continue to refine needs for One Reunion Weekend.  
• At each Board meeting, send thank you cards from Alumni board to campus stakeholders, to build Whitman stakeholder buy-in of the plan. | Continued work with Campus Facilities to assess and address needs for one reunion weekend event |
| • Seek funding, if necessary, from other campus sources to allow for shared use and maintenance/storage – Peter Harvey is working on this so keep Board apprised. | Obtain gymnasium floor covering. |
| • Have the Alumni Board staff the first One Reunion Weekend acting as | Ensure a successful One Reunion Weekend |
ambassadors for the College promoting this concept helping with registration, events, meals, the parade, convocation, etc.
  • Debrief the weekend on Sunday morning with staff on what worked and what did not. Make recommendations for any changes.

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<th>Goal 3</th>
<th>Approach (Strategies and Tactics)</th>
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<td>A New Alumni Office Location in the existing Baker faculty Center</td>
<td>We must assist the <em>Now Is the Time</em> Campaign at Whitman that is underway currently because we do not believe that now is the right time to attempt to launch a mini fund raiser for the re-location of the Alumni House. It would send mixed signals about the College’s priorities.</td>
<td>There is only one metric we are aware of: Raise $1 million for this project.</td>
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<td>The idea is to:</td>
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<td>1. Move into a space more accessible and welcoming to alumni.</td>
<td>1. Using the facility for board meetings or some portion of a board meeting weekend.</td>
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<td>2. Have a space that could be used for a wider variety of events.</td>
<td>2. Schedule reunion events or house reunions registration at BFC.</td>
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<td>3. Allow the Alumni office staff room to house additional team members.</td>
<td>3. Advocate for electrical upgrades for increased meeting usage.</td>
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<td>4. Locate to a physical space that has “some degree of splendor” as befitting of the image that the College wants to instill (while still being unpretentious!).</td>
<td>4. Offer local alumni events at BFC.</td>
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<td>5. Develop case statement for BFC that Development can use to pitch idea to potential donors (use as basis for other potential communications to encourage funds be committed to the project).</td>
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<td>6. Have Alumni Board Overseer advocate for the facility.</td>
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<th>Goal 4</th>
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| Increase awareness and participation among alumni and other stakeholders of the College’s programs, activities, events, and priorities. | • Continue the efforts begun in 2010 to conduct a communications audit of existing materials.  
• Review research conducted about Whittie News in 2011.  
• Talk with communications team about additional research they might have.  
• Review alumni web pages and recommend strategic changes to staff to enhance the pages.  
• Prepare a memo of strategic recommendations based on the audit.  
• Review the implementation of the recommendations for their effectiveness.  
• Annually review alumni communications tools for their effectiveness. | Evaluate the present communication tools to determine their effectiveness. |
| Increase awareness of alumni programs. | • When referring to activities and events, these are both “in person” and “virtual.”  
• Review the demographics of alumni currently attending events.  
• Investigate types of events that might draw alumni not attending events.  
• Look at how price points, location, public accessibility and day part have an impact on event attendance by age group.  
• Review electronic and traditional tools to improve alumni engagement.  
• Prepare a memo of strategic recommendations based on the audit.  
• Review the implementation of the recommendations for effectiveness.  
• Annually review the events and activities for their effectiveness. | Develop programs that will reach alumni not currently participating in activities and events. |