

Goal V: Networking

By 2009, Alabama A&M University Alumni Association, Inc. will increase its national and international network by 50%.

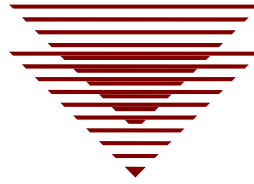
Strategies

- Publish first issue of the quarterly newsletter by the end of each quarter
 - In an effort to reduce mailing costs, the Association will establish an e-mail distribution list of Alumni who choose to receive information electronically. All others will receive mailed correspondence.
 - Include mailing preference check box on the annual membership application.

- The AAMU Alumni Association, Inc. through its Governmental Relations Committee, will continue to nurture the enhancement of governmental support at the local, state and national levels.

- Alabama A&M University Alumni Association, Inc. will participate with other national organizations to improve its visibility and extend the scope of its operations.

- The AAMU Alumni Association, Inc. will mobilize retirees, student volunteers and others to provide service to AAMU in the areas of:
 - Recruitment, Public Relations and Affinity Groups.
 - Alumni Affairs, Athletic Ticket Office, and Institutional Advancement.



2008-2010 Officers

Robert Crenshaw, President
Carol Watkins, Vice-President
Shelbia King, Recording Secretary
David Marzette, Financial Secretary
Jerone Levy, Treasurer
Versey Jones, Chaplain
Fred Hughes, Parliamentarian
Alease Sims, Executive Secretary
T. Lee Harris, Immediate Past President

Regional Vice-Presidents

Stacey L. Sims, Region I
Beverly Harris, Region II
Aaron Goodson, Region III
Arthur Brundidge, Region IV
Charles Cannon, Region V
San Yvette Williams-Foy, Region VI

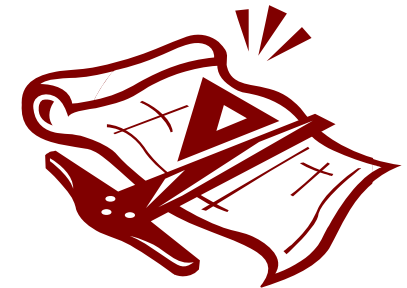
Members-at-Large

Tessie D. Bush
Barbara Gordon
Gerry L. Jackson
Ernest Knight
Gesna Littlefield
Marie H. Player
Terrance D. Vickerstaff



Strategic Plan 2008-2010

Alabama A&M University
National Alumni
Association



P.O. Box 1717
Normal, AL 35762

Goal I: Membership

Alabama A&M University Alumni Association, Inc. will increase its present membership (2000) by 50% each year for the next five years.

Strategies

- Establish a “call center” at the Alumni Affairs Office.
 - Region I – Alabama will be the initial market.
- The Alumni Association will develop “Inactive” and “Lost Alumni” programs to serve as a method of contacting alumni.
 - Vice-President will develop a training model for all Regional Vice Presidents.
- Local chapters will be responsible for hosting yearly membership round-ups. Local chapter Presidents will spearhead this activity.

Goal II: Association Financial Support

By 2010, Alabama A&M University Alumni Association, Inc. will increase its financial resources to a level that will ensure the accomplishment of its mission.

Strategies

- Dues increased in 2008.
- Explore additional revenue funds from the Magic City Classic.

- Develop an enhanced electronic communication system for the Alumni Affairs Office.
 - Alumni Association will assume the cost
- Assist the Alumni Affairs Office in disseminating the various ways of contributing to the University and the Alumni Association.

Goal III: University Financial Support

By 2010, and each year thereafter, Alabama A&M Alumni Association, Inc. will garner and galvanize financial support for Alabama A&M University and generate \$1,000,000.00 in University gifts.

- Strategically place scholarship donation stations (buckets, baskets, etc) at the gates during major events.
 - Homecoming, Rival Games, Magic City Classic.
- Plan a fundraising cruise in 2010 for alumni.
- Auto Raffle.
- Continue to work with the University President and the Office of Institutional Advancement to enhance corporate and community support to the University.
- AAMU Alumni Association, Inc. will develop a marketing plan to insure alumni and supporters are more cognizant of the value and need for increasing living legacies.

- The Alumni Association will deposit proceeds from the Annual Scholarship Raffle into its Council Challenge Endowed Scholarship Fund Account. The minimum goal for 2 years is \$25,000.00.

Goal IV: Student Recruitment

By 2010, Alabama A&M University Alumni Association, Inc. will have developed and implemented an international recruitment plan that will assist the University in increasing its number of academically talented student by 25%.

Strategies

- AAMU Alumni Association will increase resources for scholarship programs and financial assistance for academically talented students.
- AAMU Alumni Association’s local chapters will begin to identify and track academically talented students beginning in elementary school.
- By 2010, local chapters will sponsor student information activities at churches and other local venues, using University employees and alumni.
- By 2010, AAMU Alumni Association will sponsor a summer bridge program for students with GPA’s of at least 3.0.