STRATEGIC PLAN 2015–2020
PURPOSE OF THE CAMERON UNIVERSITY ALUMNI ASSOCIATION

The purpose of this Association is to cooperate with and assist in the promotion of the goals and purposes of Cameron University, to encourage a continuing and increasing interest in the University among graduates, former students and friends, and to foster acquaintance and good fellowship through information, education and service.
HISTORY OF THE PLAN
In the Fall of 2014, the CUAA Board of Directors saw the need to undertake a massive revision of the CUAA strategic plan. A committee was gathered to undertake this endeavor. Surveys were sent out by e-mail and mail to alumni and CUAA members. The results were then analyzed to come up with the new strategic plan.

MISSION OF THE PLAN
Enhance the sense of community among students, faculty, staff and alumni; Increase the number of active memberships through providing benefits alumni would like to see; provide opportunities that will encourage alumni to return to campus or engage in off campus events to interact with classmates, faculty and students; and create activities to attract a wider range of ages.
GOAL ONE COMMUNICATION

Increase the quality of communication and utilize methods alumni would like to receive information by.

- Utilize e-mail as the preferred communication method. Increase the amount of information provided about campus happenings.
- Continually update the www.cameron.edu/alumni website to provide a permanent resource of information for alumni.
- Develop ways to increase the number of e-mail addresses and improve their accuracy.
- Continue to utilize Cameron Magazine, postal mail, phone and upcoming communication channels to provide information to alumni and CUAA members.
GOAL TWO: INVOLVEMENT

Provide more events, educational opportunities, service opportunities, and increase cooperation with on-campus entities.

Provide a broad variety of events to alumni both on and off campus.

Explore how to increase educational opportunities to alumni and CUAA members.

Increase the number of community service opportunities to engage alumni in the campus community and their local communities.

Increase partnership and offering of on-campus events. Partner with different schools and departments to offer their programming to alumni and CUAA members.
GOAL THREE  AGGIE GOLD

Strengthen the mission and resources to encourage more Graduates of the Last Decade to continue their connection with Cameron University.

Ensure this committee is staffed with CUAA Board of Director members.

Continue to actively increase the involvement of this group and allow them to utilize the strategic plan to include young alumni involvement.

Explore the possibility of adding representatives from the junior and senior classes to ensure this group has the most accurate representation of recent graduates.
GOAL FOUR BENEFITS

Showcase the benefits of involvement with the CUAA along with exploring new benefits that are relevant to our members.

- Develop a plan to better market the existing membership benefits to alumni.
- Increase CUAA visibility and marketing of benefits through representation at more on and off campus events.
- Explore new benefits that our CUAA members want and will use.
- Increase the number of benefits offered.
- Work to have vendors actively promote the CUAA benefits they offer.