

Creating the Pathway to Success for Alumnae

2021-2026 Agnes Scott Alumnae Association Strategic Roadmap

August 14, 2021

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ALUMNAE ASSOCIATION STRATEGIC PLAN: WHERE WE'RE GOING

Goals & Objectives



STRATEGIC CONTEXT

Pathways to Success

Agnes Scott College recently released its Strategic Plan with a focus on the following four strategic pillars, and alumnae engagement has a major role to play in helping the college achieve these strategic priorities.

STRATEGIC PILLAR ONE

Transformative Education

Provide every student with a Transformative Education that prepares the student for success in their professional, civic and personal lives.

- *Professional Success Initiative (PSI): Develop and implement strategies to ensure student professional success and integrate professional success elements into majors and graduate programs*

STRATEGIC PILLAR THREE

Culture of Community*

“I am Agnes. We are Agnes.”

- *Instill a sense of pride in Agnes Scott that compels alumnae, foundations, corporations and friends to support the college with their time, talent and treasure*

STRATEGIC PILLAR TWO

Pathway to Success*

Provide every student with a Pathway to Success

- *Develop, implement and evaluate co-curricular initiatives that connect the academic experience to professional growth*

STRATEGIC PILLAR FOUR

External Engagement*

Develop mission-aligned use of properties and partnerships that support learning, attract students, raise the college’s profile and attract investment.

- *Effectively tell the Agnes Scott story to position the college for a transformational gift*



Goals

Following are the Alumnae Association's goals that ladder up to and will help advance the college's strategic pillars as noted below:



SUPPORTS PATHWAY TO SUCCESS

**Empowered &
Connected Network**

Cultivate an empowered, connected alumnae network that enriches the lives/careers of Scotties across generations and geographies.



SUPPORTS CULTURE OF COMMUNITY

**Inclusive Community/
Sense of Belonging**

Foster a deep sense of belonging among all alumnae, despite difference, based on our shared bond as Scotties.



SUPPORTS EXTERNAL ENGAGEMENT

Brand/ Sense of Pride

Instill a sense of pride among alumnae to spark and sustain ongoing, proactive Agnes Scott storytelling among our networks.



01	Alumnae Giving Participation	Career Outcomes Rate	02
03	Cumulative Debt at Graduation	Degree-seeking Undergraduate Enrollment	04
05	Diversity Index	External Engagement Net Auxiliary Revenue	06
07	Endowment Draw	Faculty/Staff Satisfaction	08
09	Graduate & Extended Program Net Revenue	Persistence Rate	10
11	Property Redevelopment Net Revenue	Reputation Score	12
13	Strategic Technology Investment	Targeted Partnerships	14
15	Transformative Gifts		

STRATEGIC CONTEXT

The College's KPIs

Alumnae engagement efforts and objectives should support and measure impact against the following KPIs:

- 01: Alumnae Giving Participation
- 02: Career Outcomes Rate

Sets college-wide timeline of 2021-2026.

GOAL 1: EMPOWERED & CONNECTED NETWORK

Objectives

- Increase participation in annual alumnae survey by 3% YOY (from current baselines of 38% for 2010-2020 grads and 20.2% for alums from 2009 and earlier).
- Maintain a 3.5 or higher affinity score in the annual alumnae survey
- Establish a baseline and increase YOY % of alumnae who agree or strongly agree with the following statement: "My professional success has been enhanced by a Scottie."
- Maintain or increase attendance at alumnae events annually.
- Establish a baseline and increase overall # of alumnae volunteers.

YOY:

- Summit Career Network: from 400 to 450 members, and from 143 to 200 volunteers.
- Class Officers: Maintain #s.
- Chapter Leaders: Establish at least 2 points of contact in 8-10 key cities.
- Alumnae Board: every AB member active on a committee or SPT.
- Establish a baseline and increase number of alumnae who score 4 or 5 in the BWF engagement rating.

ADJACENT METRIC:

- Increase annual alumnae giving percentage 3% YOY, from 25%, reaching 40% by FY2026.





GOAL 2: INCLUSIVE COMMUNITY/ SENSE OF BELONGING

Objectives

- Establish baselines in survey participation and increase YOY participation among key audience segments in annual alumnae survey:
 - Geographic diversity of alums
 - BIPOC alumnae
 - 80s/90s alumnae
 - GOLD (Graduates of Last Decade)
- Establish baselines and build affinity rating to meet overall average (to 3.5+) among key audience segments in annual alumnae survey:
 - Geographic diversity of alums
 - BIPOC alumnae
 - 80s/90s alumnae
 - GOLD (Graduates of Last Decade)
- Establish baselines and increase # of first-time engagements (overall and across key audience segments) by 2026
 - Non-Alumnae Weekend event attendance for first time
 - Volunteering for first time
 - First-time gift

GOAL 3: BRAND

Objectives

- Maintain a Top 10 ranking among Princeton Review's ranking of private school alumnae associations
- Maintain 3.5 or higher affinity score among more alumnae (with increased survey participation 3% YOY)
- Increase awareness among alumnae as measured by alumnae communications engagement (email open and click-through rates, social engagement, self-reported in annual survey, etc.)
- Establish a baseline and increase YOY # of alumnae proactively storytelling about and affiliating themselves with Agnes Scott (on LinkedIn, in their bios, when speaking on panels, etc.)



ALUMNAE ASSOCIATION STRATEGIC PLAN: HOW WE'LL GET THERE

Priority Strategies



GOAL 1: EMPOWERED & CONNECTED NETWORK

Critical Success Factors	Strategies
<ul style="list-style-type: none">• Ease of access: simple steps to get started• More structured transition to alumnaehood	<ul style="list-style-type: none">• Student-to-Alum Career Programming (“Launch”)<ul style="list-style-type: none">• Post-graduate Success (P.S. Agnes Scott): Partner with OICD on 6-week curriculum and launch mentor circles to help launch Scotties into alumnaehood and set them up for career success• “Branding 101”: incorporate into the portfolio SUMMIT class alum ASC branding tactics (e.g. add email signature, LinkedIn)• Introductions: Inform relevant Alum communities about the “onboarding” of new alum (career and geo-focused)• “Retention” Strategy<ul style="list-style-type: none">• Recognize progression: 1-yr, 5-yr post-grad/alum anniversary, join/leave alum board/leadership position, stay engaged at advisory capacity (e.g. invite back past leaders); major job changes• <5 years post-grad: recognize & cultivate along the alum journey (develop “retention” program)• Centralized Comms Hub<ul style="list-style-type: none">• Create ONE centralized two-way communication hub (e.g. Slack channel or equivalent)• Feature mini-spotlights; encourage crowd-sourcing, connectivity and shout-outs• Scottie Champions (“Chapters & Classes”)<ul style="list-style-type: none">• Identify, empower and engage the geographically-diverse “Pennys” + non-reunion class officers• Create a “toolkit” that enables easy transition to the role (e.g. the 125th anniversary box)
<p data-bbox="486 786 614 819">Barriers</p> <p data-bbox="180 876 341 909">For Alum</p> <ul style="list-style-type: none">• Lack of awareness/interest• Lack of time/availability• Lack of centralized effort/channel (i.e. too many so-so options)• Lack of relevant programming/ relatable moments• Assumption that physical proximity = ability to connect <p data-bbox="180 1258 596 1290">For Alumnae Association</p> <ul style="list-style-type: none">• Lack of up-to-date alum information	

GOAL 2: INCLUSIVE COMMUNITY/ SENSE OF BELONGING

Critical Success Factors	Strategies
<ul style="list-style-type: none">• Definition of engagement• Broadening the invitation• Intentional outreach to geographic, generational and BIPOC alumnae audiences	<p>Launch a Scottie Squad Campaign (social media)</p> <ul style="list-style-type: none">• Connect with informal alumnae groups: there are many informal networks of Scotties who engage with each other but not necessarily the college, connect with one, connect with them all (tree image). <p>“Refer-a- Friend” Program and Make the Personal Ask:</p> <ul style="list-style-type: none">• Encourage connected alumnae to make the personal ask and bring others along. <p>Widen the Net/Ways to Engage:</p> <ul style="list-style-type: none">• Be Intentional with Implementation (Consider Non-Traditional Engagement); Create more intentional touchpoints for folks to plug in.
Barriers	<p>Broaden and Communicate Identified Leadership Opportunities</p> <ul style="list-style-type: none">• Identity/expand leadership opportunities and invite more Scotties to engage to enhance their sense of belonging. <p>Promote Transcendent Values</p> <ul style="list-style-type: none">• Communicate college values that transcend difference, broad-based values that instill a sense of belonging, communicate core values that transcend. <p>Life & Courageous Conversation Series</p> <ul style="list-style-type: none">• Launch listening sessions on personal/difficult topics and host conversations around relatable moments that interest a wide range of alum

GOAL 3: BRAND

Critical Success Factors

- Empowered Leaders
- Informed Leaders
- Refined sense of brand for alumnae
- National communication
- Social media/marketing strategies
- Marquis Moments
- Ring – physical connection

Barriers

- Size
- History
- Ideology
- Resources
- Regionality

Strategies

- **Re-engage and communicate THE brand** to transcend time and difference.
- **Empower and inform alumnae as brand ambassadors** to create space and opportunities for engagement.
- **Partner with advancement mktg/comms department to create annual mktg/ comms plan.**
 - Alums to create a social media plan.
 - Take class news to social media to create alumnae engagement that is relevant, easily digestible, timely and consistent.
 - Create a compelling and consistent CTA for alumnae to socially share their Scottie Shameless Plugs and partner with MarCom team to promote newsworthy stories
- **Create a 2nd marquis moment** (beyond Alumnae Weekend) to provide additional touchpoints.
- **Strengthen relationship with stand-out Scotties** and partner with the office of marketing communications to share newsworthy stories as opportunities arise.
- **Partner with career development to encourage, empower and simplify ways for Scotties to promote their affiliation** with Agnes Scott post-graduation (work into PS Agnes Launch)



Your alumnae leaders are here to build our bonds!
We're so glad you're here!

Let's Do This!

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