



University of Louisiana at Lafayette  
Alumni Association

# **STRATEGIC PLAN**

2023

# UL LAFAYETTE ALUMNI ASSOCIATION STRATEGIC PLAN

The UL Lafayette Alumni Association has formulated an all-encompassing strategic plan to enhance alumni engagement and foster stronger ties with various key areas.

There's no better time to be an alum of the University of Louisiana at Lafayette. The University is experiencing powerful momentum as it creates the next generation of leaders and innovators. As alumni, we generate \$2.2 billion in added income for the state economy. We support in impactful ways no matter who we are, where we live or what we do.

The plan was collaboratively developed with the association board after extensive discussions and consultations with alumni and important stakeholders.

It comprises four distinct pillars, each outlining strategies to strengthen alumni connections within their respective areas. Additionally, these pillars will serve as guiding principles for the Alumni Association in creating avenues for engagement, mainly through innovative programming and new initiatives.

**FOUR PILLARS** WILL FOSTER  
THE CONNECTION BETWEEN ALUMNI AND:

- **THE UNIVERSITY**
- **THE COMMUNITY**
- **EACH OTHER**
- **STUDENTS**



## CONNECTING ALUMNI TO THE UNIVERSITY

Strengthening campus relationships through promoting and preserving University traditions and encouraging alumni through:

- Promoting and preserving the traditions of the University
- Encouraging alumni to support the University's mission with time and expertise, ambassadorship and networks, and philanthropy
- Generating alumni support for academic excellence at UL Lafayette
- Generating alumni support for athletic excellence at UL Lafayette



## CONNECTING ALUMNI TO THE COMMUNITY

Promoting the positive impact of the University and its unique culture, both in Acadiana and in other communities in which alumni live by:

- Promoting and preserving the unique culture of our area
- Ensuring widespread public awareness of the University's positive impact in serving the needs of the state of Louisiana, in areas including economic development, conservation, healthcare, public education and other valuable outcomes
- Hosting legislative programs and outreach that strengthens UL Lafayette's relationship with public officials



## CONNECTING ALUMNI TO EACH OTHER

Fostering alumni engagement through communication, promoting accomplishments and encouraging participation by:

- Promoting the Association's ambitions, activities and accomplishments to alumni at large
- Ensuring alumni hear about the achievements and accomplishments of all UL Lafayette alumni
- Through audience segmentation, identifying key means of engagement most likely to appeal to alumni of varying life stages, interests, academic and professional backgrounds and geographic location
- Utilizing peer to peer communication to encourage philanthropic participation among alumni

## CONNECTING ALUMNI TO STUDENTS

Contributing to the undergraduate experience by supporting graduates and modeling effective alumni engagement by:

- Encouraging alumni to contribute to undergraduate education and the student experience
- Encouraging alumni to contribute to the graduate education and graduate student experience
- Modeling "engaged alumni" behavior in ways that allow students to recognize themselves as future, lifelong members of the UL Lafayette community
- Supporting graduating seniors on their journeys through targeted outreach and building relationships





## **Alumni Association**

600 E. Saint Mary Blvd. Lafayette, LA 70503  
(337) 482-0900 | [alumni@louisiana.edu](mailto:alumni@louisiana.edu)

[alumni.louisiana.edu](http://alumni.louisiana.edu)