ALUMNI ENGAGEMENT STRATEGIC PLAN

Year 1

OBJECTIVES:

1. To increase our understanding of Honolulu Community College alumni preferences and to develop a value proposition for our alumni.
2. To increase our alumni’s access to knowledge and resources of the Honolulu Community College campus.
3. To provide consistent, accessible and repeatable alumni engagement opportunities/mechanisms which have value for our alumni.
4. To profile and recognize Honolulu Community College alumni, consistently and more often.
5. To build partnerships with our alumni to raise awareness, reputation and goodwill in the community.
6. To cultivate current students as future, engaged alumni.

PROPOSED PRIORITIES AND INITIATIVES IN YEAR 1

• Create and disseminate Alumni Engagement Survey (baseline data)
  o Deployed on August 31, 2015
  o Closed on November 12, 2015
  o Final results of survey December 2015

• Assess the survey results to determine alumni engagement focus

• Brainstorm, create, and develop strategies, programs, activities and events that align with needs of alumni

• Communicate the survey results to alumni and how we will be addressing their needs/preferences
• Identify key affinity groups
  o Apprenticeship
  o Fashion Technology
  o Phi Theta Kappa

• Focus engagement with the millennial and gen z alumni
  o Mixers

• Increase opportunities for alumni to engage with the Office of Continuing Education

• Explore opportunities for professional development for alumni
  o Introduction of UH Alumni career webinar program

• Increase opportunities for alumni to engage with the Office of Career Services
  o Inform alumni of job postings
  o Career Fairs
  o UH Alumni career webinar link on Career Services website
  o Career Services on UH Alumni website campus landing page
  o Data on alumni careers/field of study

• Investigate the opportunities that exist for alumni to access campus facilities, etc.
  o Renovation of Cafeteria – 2016
  o New Technology Center

• Engagement and visibility opportunities in year-round Student Life activities

• Engagement with students – incoming freshman, returning and graduating students
  o New student workshops
  o Apprenticeship graduates
  o Graduation folders (message)
  o Graduation rehearsal – speaker/collect information

• Investigate opportunities to enhance faculty and staff involvement with alumni initiative
  o Introduction of DG at Spring General Meeting
  o Send email of my introduction to program chairs and coordinators
  o Survey to faculty and staff
• Create strong professional networks among alumni

• Development of integrated communications strategy to:
  o Profile rising/emerging leaders and mid/late career alumni
  o Inform alumni of campus resources/programs/events/social media engagement
  o Develop content for communications and social/web platforms
    ▪ Campus website
    ▪ UH Alumni Ohana website – soft launch - November 1, 2015
    ▪ Campus calendar/newsletter
    ▪ Honolulu Community College social media links – Facebook, Instagram, Twitter, YouTube, Flickr, Pinterest
  o Enhance alumni web presence/alumni page for campus website
  o Street marketing/promo material – Honolulu Community College pennants
  o Targeted communications strategy for volunteer opportunities

•Continual demographics of alumni
  o Gather information from surveys
  o Gather information at events (Annual Scholarship Reception-identify alumni)

• Engagement and visible presence at annual events
  o Celebrate Distinguished Alumni Awards Dinner February 25, 2016
  o Alumni BBQ

• Identify existing opportunities for alumni to give time and talent
  o Investigate the possibility of recruiting alumni speakers to create a speakers bureau
  o Volunteer opportunities at events
  o Mentorship programs
    ▪ Career and Technical Education
    ▪ Liberal Arts

• Strengthen positive relations between alumni, college and the community by expanding professional networks, participation in service-learning or community service projects and resource development (i.e. Kalihi Business Association, etc.)
  o KBA Christmas Parade