



Alumni Strategic Plan 2017-2019

Version 1.6

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Blueprint

Meaningful engagement contributes to the development of lifelong connections and mutually beneficial relationships between the University and its alumni. This gives rise to increased support for the institution’s vision, mission and objectives and also helps fulfil the lives of our alumni.

Our Mission

To connect, celebrate and engage all alumni with the University, respective communities and each other, in order to build lifelong and mutually beneficial relationships for the advancement of the University and its alumni.

Strategic Focus

Strategic engagement on a globalised platform by empowering our alumni to be champions of USQ.

Strategic Actions

- **Connect** – provide services and support to individual alumni to allow them to connect with each other, domestic and international, and promote the Alumni Network effectively by the sharing of information, knowledge and resources.
- **Celebrate** – harness the University’s *Alumni Champions* – academics; community members and USQ alumni, and celebrate their achievements.

- **Engage** – increase contact, services and on-going support by promoting current research activities, alumni chapters, and our domestic and international programs.

The Value Proposition

To be an indispensable part of developing lifelong connections and mutually beneficial relationships between the University and its alumni. To give rise to increased support for the institution’s vision, mission and objectives, and fulfilling the lives of our alumni.

Benefits to USQ	Benefits to alumni	Benefits to key stakeholders
Engagement linkages with the community and internationally.	<p>New opportunities to build connections both professionally and personally within the Alumni Network.</p> <p>Support to build meaningful connections with local and international businesses.</p>	Increase opportunities to connect alumni to the ongoing business and research endeavours.
Improved alumni brand awareness and reputation.	<p>More visual presence of alumni achievements within their community and the Alumni Network, on a global platform.</p> <p>Raised visibility of academic and research capabilities and opportunities.</p>	<p>More visual identity of USQ and its academic and research capabilities and expertise.</p> <p>Professional development and leadership offerings for alumni.</p>
Better working relationships across University sections – career services; research; marketing; international.	Increased access and support to specialised and tailored professional development and leadership opportunities.	More streamlined and coordinated access to the sharing of information, resources and knowledge about alumni engagement.

Strategic Focus/Engagement

Students and alumni should see themselves as a continuing part of the University 'family' and be enriched in all aspects of their student journey, even long after graduation. The Alumni Relations strategic focus is to embrace the diversity within the USQ alumni community and support engagement with alumni in all stages of their lives. Special emphasis is to be placed on current and emerging leaders in their chosen fields and communities and to harness the *Alumni Champions* of USQ.

By utilising the calibre of these alumni leaders, it will help to build on our engagement with our alumni. This will deepen our relationships, bringing forth further opportunities and collaborations with USQ in areas such as research and postgraduate studies.

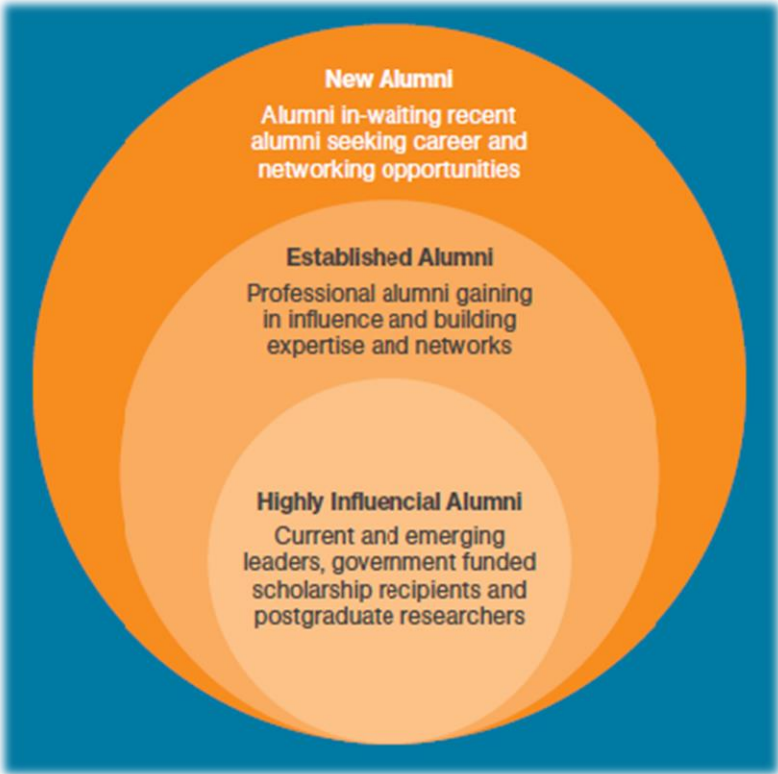
As part of USQ's celebrations for their 50/25 anniversary in 2017, a number of key engagement events are to be held during the year. The aim of these events is to provide an opportunity where alumni can come together to collaborate with other USQ chapter members, industry and government representatives and alumni from around the world.

The sharing of experiences and knowledge provides a solid platform for mentoring partnerships that also support 'distance' mentoring. This also allows the opportunity for 'non-local' alumni to be engaged. It also highlights a clearly defined goal of teaching alumni to act global and adding to their professional development.

The Alumni Relations Strategic Plan endeavours to have a strong linkage with the Australia Global Alumni Engagement Strategy 2016-2020, which is led by the Department of Foreign Affairs and Trade (DFAT). It is through the Strategic Plan that USQ hopes to promote connections with and among alumni as they progress through their careers. USQ will seek to provide opportunities for professional development, shared research and strengthen business connections. By celebrating the achievements of our alumni, USQ will demonstrate how we value our alumni and their contributions to USQ's global outlook. The reciprocal benefit of alumni engagement will assist in enhancing professional profiles, employability and the career prospects of USQ alumni.

By incorporating a tiered leadership approach to our *Alumni Champions*, adapted from the *Australia Global Alumni Engagement Strategy*, we would be able to capture the diversity of USQ's alumni and celebrate their achievements using the 50/25 anniversary as a springboard in building and strengthening their bond with USQ.

Diagram 1: Tiered Alumni Leadership Approach



(Source: Australia Global Alumni Strategy Engagement Strategy 2016-2020)

Models of Engagement

	Highly influential alumni	Established alumni	New alumni
Connect	<p>Connect via USQ's alumni communications and marketing.</p> <p>Connect via the Australian Global Alumni website.</p> <p>Social media channels: Facebook, LinkedIn, etc...</p>	<p>Connect via USQ's alumni communications and marketing.</p> <p>Connect via the Australian Global Alumni website.</p> <p>Social media channels: Facebook, LinkedIn, etc...</p>	<p>Connect through graduation.</p> <p>Increase Alumni Network sign-up.</p> <p>Direct to alumni chapters.</p> <p>Social media channels.</p> <p>Connect via USQ's alumni communications and marketing.</p> <p>Connect via the Australian Global Alumni website.</p> <p>Connect with USQ New Colombo Plan Alumni for on-going opportunities to engage within the region (via the New Colombo Plan Alumni Program).</p>
Celebrate	<p>50/25 celebrations.</p> <p>Showcase via USQ marketing channels, digital profiles.</p> <p>Provide legacy opportunities.</p>	<p>50/25 celebrations.</p> <p>Alumnus of the Year (AYA) champions.</p> <p>USQ Alumni Network functions and events.</p>	<p>Invite to attend networking events, promotions, seminars and speaker initiatives.</p> <p>50/25 celebrations.</p>

	<p>(Launch of Chapter scholarship).</p> <p>Alumnus of the Year (AYA) champions.</p> <p>USQ Alumni Network functions and events.</p> <p>Nominating alumni for international awards with local associations.</p>	<p>Showcase via USQ marketing channels, digital profiles.</p> <p>Nominating alumni for international awards with local associations.</p>	<p>Alumnus of the Year (AYA) champions.</p> <p>USQ Alumni Network functions and events.</p>
Engage	<p>Mentor opportunities and speaker initiatives.</p> <p>Create and showcase high-value engagement opportunities within the research arena. (USQ research seminars and collaborations).</p> <p>Engage in strategic discussions in the international arena, business and cultural delegations.</p>	<p>Mentor opportunities and speaker initiatives.</p> <p>Develop tailored programs to meet the needs of the Faculties and Schools for engagement with their alumni.</p> <p>Activities to support professional development.</p> <p>Connect with local associations – TCC; domestic chapters.</p>	<p>Engage through the monthly Alumni Network's <i>Phoenix Rising</i> eNewsletter.</p> <p>Encourage and support involvement in alumni chapters.</p> <p>Mentor/mentee opportunities.</p> <p>Activities to support professional development.</p> <p>Engage with USQ New Colombo Plan Alumni via the New Colombo Plan Alumni Program.</p>

Alumni Strategic Actions

Creating purposeful steps to have a strong and cohesive approach to alumni engagement that will strengthen USQ’s community and international connections. These steps will enhance and supplement existing alumni activities with other key stakeholders and also bring tangible benefits to the USQ Alumni Network.

	Connect	Celebrate	Engage
USQ’s engagement	<p>Digital engagement.</p> <p>Facilitate international in-country engagement opportunities.</p> <p>Develop an International Alumni Plan in conjunction with USQ International and the USQ Marketing team.</p> <p>Engage with the New Colombo Plan Alumni Program.</p>	<p>Invite alumni to deliver and participate in high-profile networking and speaking events.</p> <p>50/25 celebrations – digital profiles of key alumni champions.</p> <p>Alumnus of the Year Awards and Academic champions.</p>	<p>Establish mentoring linkages between alumni and leadership development.</p> <p>Staff ambassador program.</p> <p>Boost alumni research connections and opportunities.</p> <p>Mentor/mentee opportunities.</p> <p>Recruit key international alumni to assist with University activities and programs.</p>

Annual Tactics

	Connect	Celebrate	Engage
Year 1:	<p>To implement a fully developed Alumni Strategy & Engagement Plan.</p> <p>Strengthen & grow our alumni chapters.</p> <p>Increase engagement with USQ faculties and schools to assist with alumni engagement.</p> <p>Engage with the New Colombo Plan Alumni.</p>	<p>Present first rate events that engage the alumni community, locally, nationally and internationally:</p> <p>May, 2017 KL Alumni 50/25 Gala Dinner.</p> <p>August, 2017 Alumnus of the Year Awards function and 50/25 Anniversary celebrations</p>	<p>Promote further the USQ staff ambassador program.</p> <p>Develop an alumni mentoring program and research a new mentoring online software platform.</p> <p>Recruit key international & local alumni for keynote speakers –</p> <ul style="list-style-type: none"> • Alumni functions • 50/25 Gala dinner • Alumnus of the Year Awards • USQ Shine • USQ Bookcase <p>Have a strong alumni presence at Open Days.</p> <p>Implement changes to incorporate a stronger alumni presence at graduation ceremonies.</p> <p>Establish USQ Alumni Scholarship via means of fundraising, sale of 50/25 Commemorative Book.</p>
Year 2:	<p>Create online tools (on-line mentoring platform) that facilitate a two-way engagement among alumni, community and with USQ.</p>	<p>Continue to host excellent and engaging events and programs.</p> <p>Develop alumni networking events in collaboration</p>	<p>Establish mentoring linkages between alumni and leadership development.</p> <p>Implement a mentoring platform.</p>

	<p>Recruit alumni mentors.</p> <p>Develop systems to ensure all student data is captured in the alumni database.</p>	<p>with the USQ Careers team.</p>	<p>Continue the strong alumni presence at Open Days.</p> <p>Further develop alumni graduation messaging.</p> <p>Develop & build on the profile of the USQ Alumni Scholarship.</p> <p>Build on the concept of second (2nd) in family.</p>
	<p>Assess the program's effectiveness and revise the strategy for the next two years.</p>		

Measuring and Evaluating Success

Measurement and evaluation are needed to determine which programs and activities are succeeding, growing, in need of change or eliminating.

Our goal is to track all measurable forms of alumni engagement. The measurable indicators include:

- Event attendance
- Volunteering – general
- Mentoring
- Valid addresses, emails, change of address notification
- Involvement in chapter leadership
- Alumni communication open rate.