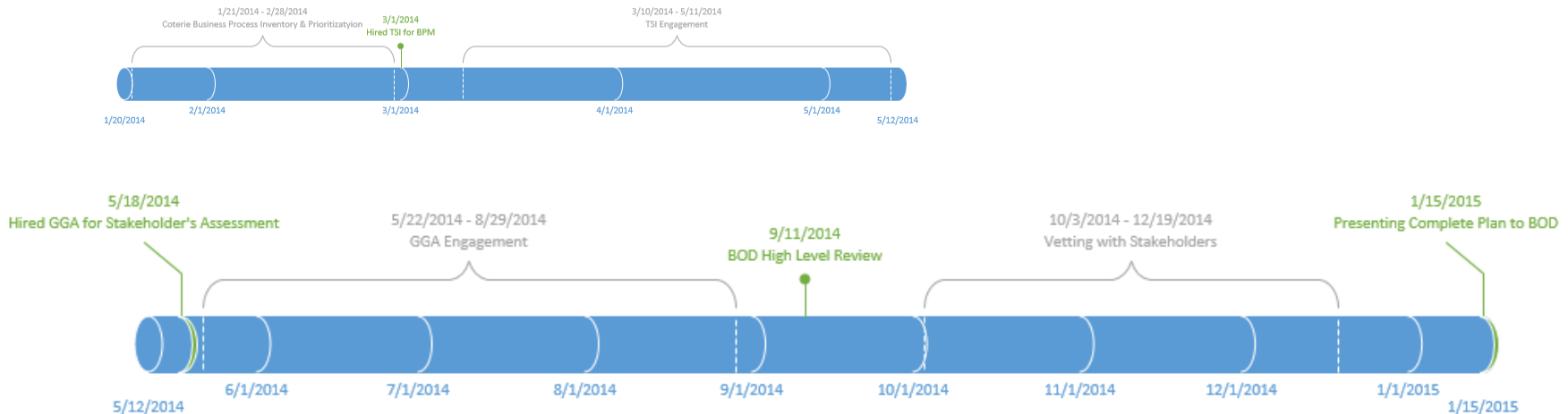
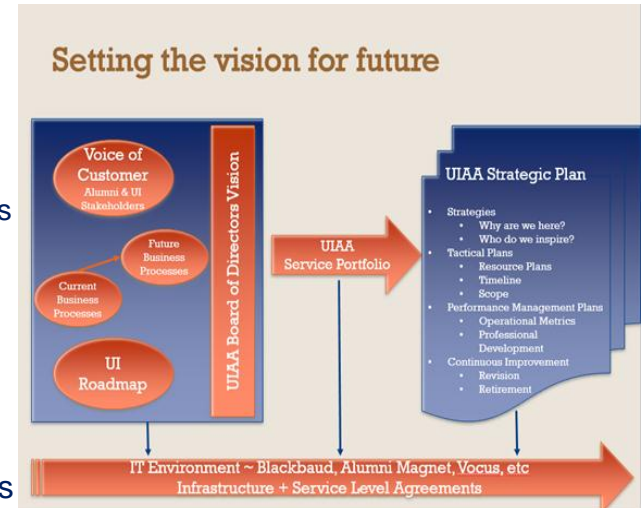




Reported to the Board of Trustees  
January 15, 2015

# Process Overview

- **Are we doing things right?**  
Preparing for AI: Business process review
- **Are we doing the right things?**  
Stakeholders' Assessment + Alumni Feedback + UIF Roadmap + Campus Strategies
- **UIAA Officers' Assessment and Analysis**  
Identifying themes and possible strategies
- **UIAA Board of Directors Operations Committee**  
Drafting and proposing a new vision, mission, strategic themes and objectives





# Vision, Mission and Strategic Themes

- Working draft created by Operations Committee
- Published to stakeholders for vetting and feedback
- Presented to key stakeholders and alumni and/or by invitation



Urbana	
10/8/2014	UIUC Robin Kaler & Dan Peterson
10/15/2014	UIUC CCAR
10/24/2014	UIUC CAAB
11/4/2014	UIUC Chief Communication Officers
11/10/2014	UIUC LER Alumni Board
11/12/2014	UIUC Dan Peterson
11/13/2014	UIUC Engineering Alumni Relations Board
12/5/2014	UIUC ACES CAAB
12/6/2014	UIUC LAS CAAB

Chicago	
9/15/2014	UIC Provost Gislason
10/16/2014	UIC Advancement
10/23/2014	UIC Jeff Nearhoof & Mike Redding
11/24/2014	UIC CAAB
12/9/2014	UIC Chancellor Allen-Meares
12/9/2014	UIC Council of Deans
12/15/2014	UIC Caryn Bills-Windt

Springfield	
10/27/2014	UIS Chancellor Koch (high level)
10/27/2014	UIS Jeff Lorber & Derek Schnapp

UA	
10/9/2014	UA Tom Hardy & Ginny Hudak David
11/20/2014	UA Walter Knorr
12/2/2014	UA Michael Devocelle (1/2)

Alumni Leaders	
10/24/2014	Club Leaders Conference

UIF & Advancement Staff on all 3 Campuses	
10/17/2014	UIF Christy Devocelle
11/5/2014	UIF SDL Conference

- Vet with President and Chancellors
- Provided web link for feedback
- Prepare final proposal for Board of Directors (review/approval)



# Update on Current Tactical Plan

## Actions

## Goals

### YEAR 1

Building Trust

- Clarify role of UIAA within advancement model
- Re-align UIAA resources and organizational structure
- Build on marketing core competencies

Improve campus working relationships and implement a productive, sustainable financial model

### YEAR 2

Building Value

- Act on new marketing strength, create alumni engagement campaigns
- Build on business intelligence core competencies
- Build on targeted, campus-specific regional alumni communities

Confirm value proposition for alumni. Significantly expand alumni engagement to bring measurable value to campuses

### YEAR 3

Building for the Future

- Evaluate successes and misses
- Publicize results of 3-year transformation
- Re-engage stakeholders, Board of Directors and alumni on plan for the future

Purposely expand collaboration and cooperation in planning for the next 3 years