

University of Georgia  
College of Agricultural & Environmental Sciences  
Alumni Association Strategic Plan 2018-2022

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**College of Agricultural &  
Environmental Sciences**  
**UNIVERSITY OF GEORGIA**

Facilitation by University of Georgia:  
Stacy Jones, Carl Vinson Institute of Government  
Maritza Soto-Keen, J.W. Fanning Institute for Leadership Development

# College of Agricultural and Environmental Sciences Alumni Association Strategic Plan 2018-2022

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## Our Vision

To enrich the lives of all people connected to the College of Agricultural and Environmental Sciences (CAES)

## Our Mission

To connect, engage, and celebrate alumni, students, and friends of the College of Agricultural and Environmental Sciences (CAES)

## Our Values

Awareness

Communication

Connection

Heritage & History

Inclusiveness

Innovation

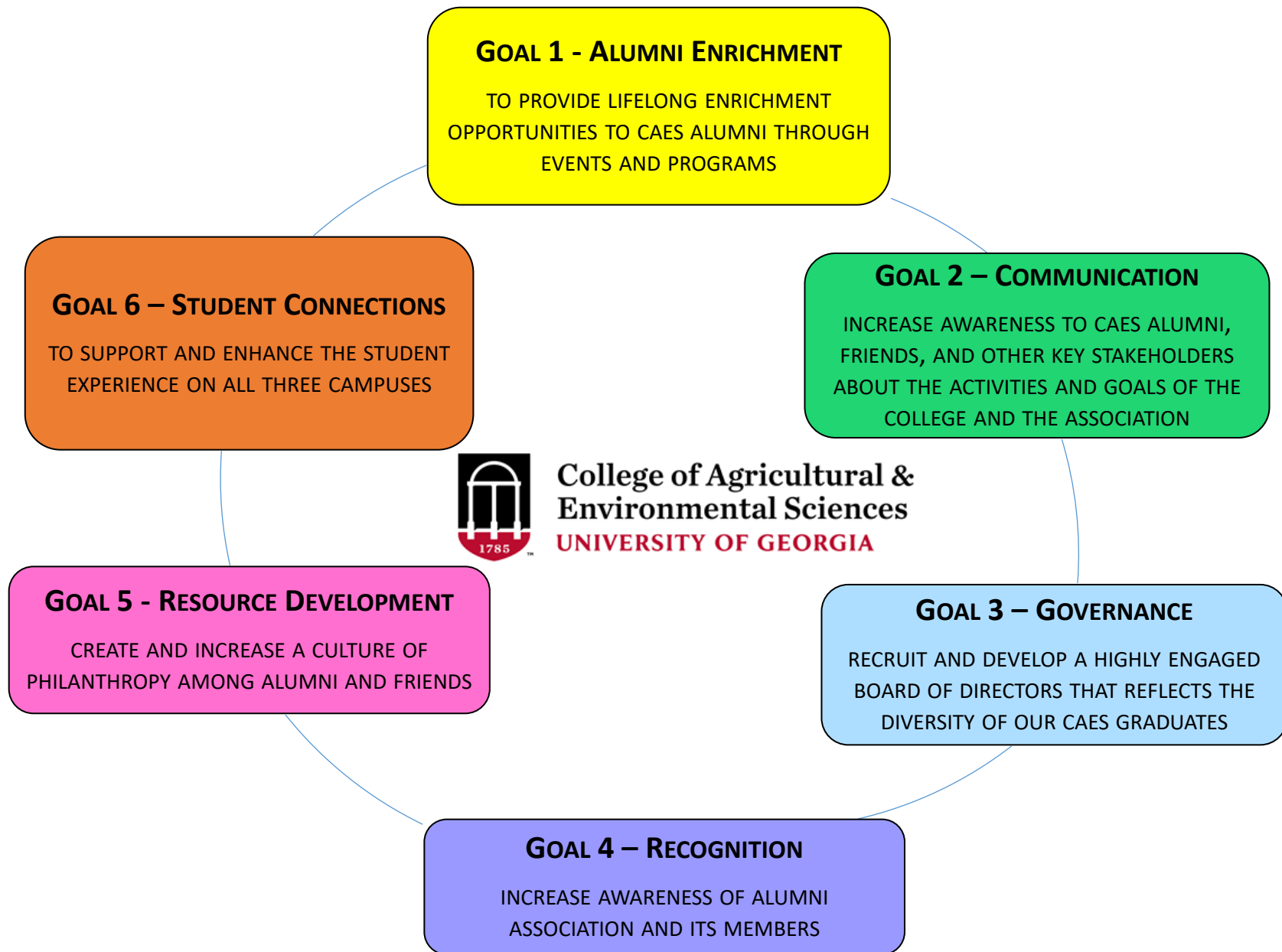
Service

Strategy

Support

Unity

**COLLEGE OF AGRICULTURAL AND ENVIRONMENTAL SCIENCES ALUMNI ASSOCIATION  
STRATEGIC GOALS FY 2018-2022**



# GOAL 1 – Alumni Enrichment

To provide lifelong enrichment opportunities to CAES alumni through events and programs

Objective 1	<b>Increase engagement and participation from alumni at alumni-sponsored networking events</b>			
	<i>Strategy</i>	<i>Who</i>	<i>When</i>	<i>Measure</i>
	Leverage relationships with trade shows where our alumni may already be present and select 1-2 opportunities for engagement annually	Ad-hoc Alumni Enrichment Committee	FY18 – FY22	Host 1-2 events; participation numbers
	Engage alumni geographically at key alumni cities/locations both in-state and out-of-state through 1-2 events annually	Ad-hoc Alumni Enrichment Committee	FY 18 – FY22	Host 1-2 events; participation numbers
	Leverage and engage alumni at on-campus events through 1-2 events annually (i.e. Awards Banquet & G-Day Tailgate)	Ad-hoc Alumni Enrichment Committee	FY18 – Athens Campus FY19-FY20 – Tifton Campus FY19-FY21 – Griffin Campus	Host 1-2 events; increase participation numbers
Investigate opportunities annually to leverage relationships with other UGA colleges where our alumni may overlap	Ad-hoc Alumni Enrichment Committee	FY 19 – FY 22	Participate in 1-2 events; participation numbers	

Objective 2	<b>Understand the professional development needs of alumni members</b>			
	Conduct a study (survey/focus groups/interviews/town halls/inquires at networking events) to inform alumni board about alumni professional development needs and what would motivate them to participate	Ad-hoc Alumni Enrichment Committee	FY19-FY20	Completion of the study
	Create a recommendations report and share with Executive Committee	Ad-hoc Alumni Enrichment Committee; Executive Committee	FY19-FY20	Delivery of report to executive committee; Executive committee acts on report (see objective 3)
Objective 3	<b>Develop and implement a plan to address lifelong enrichment opportunities</b>			
	Designate a work group in Ad-Hoc Alumni Enrichment for implementation from the professional development needs report	Ad-hoc Alumni Enrichment Committee	FY19 - FY20	Work group members named
	Create the curriculum to address the top needs in the report	Ad-hoc Alumni Enrichment Committee	FY19-FY20 Annually there after	Curriculum completed
	Investigate resources for implementation	Ad-hoc Alumni Enrichment Committee	FY19-FY20 Annually there after	Resources identified
	Develop action plan for implementation	Ad-hoc Alumni Enrichment Committee	FY19-FY20 Annually there after	Action plan in place
	Implement, evaluate, and make changes to the plan as necessary	Ad-hoc Alumni Enrichment Committee	FY19-FY20 Annually there after	Participation numbers; Content evaluations from participants

## GOAL 2 – Communication

Increase awareness to CAES alumni, friends, and other key stakeholders about the activities and goals of the College and the Association

Objective 1	<b>Maximize the network of the Alumni Association Board members and committees and alumni through expanded communication that increases alumni awareness</b>			
	<i>Strategy</i>	<i>Who</i>	<i>When</i>	<i>Measure(s)</i>
	Train alumni board on how to share and expand the reach of Facebook, Instagram, LinkedIn, and Twitter to their networks to reach more alumni (through orientation session/job description)	Governance Committee and Ad-hoc Communications Committee	FY19	Training completed; Training incorporated into new board member orientation
	Committee members and alumni board share and like events/posts to expand the reach of the CAES communications coming out of the college and the Alumni Association	Ad-hoc Communications Committee	FY18 - FY22	Post event surveys (including how did you learn about this event?)
	Investigate/evaluate development of a Social Media Ambassador program to increase engagement (i.e. UGA Digital Dogs – incentive program to like/share)	Ad-hoc Communications Committee	FY18 - FY19	Track social media analytics and trends
	Investigate, consider, and develop 1-2 alumni circles annually for out-of-state and in-state communication utilizing social media ambassadors and traditional networking based on concentration of alumni in a particular area	Ad-hoc Communications Committee	20 – FY22	Circles created and increase in social media shares

	Increase awareness for Board members to share in their networks to stay connected to CAES Alumni Association via current information/Class Notes	Ad-hoc Communications Committee	FY 18	Increase in number of class notes
	Train board to know how to update information on the website for alumni for Class Notes so they can train others	Ad-hoc Communications Committee and Governance Committee	FY19 – FY22	Training completed; Training incorporated into new board member orientation
Objective 2	<b>Coordinate and contribute information for the development of an annual “State of the Association” report on the CAES Alumni Association to be published by the Office of External Relations</b>			
	Highlight alumni activities of engagement	Communications Committee	FY20 - FY22	Development and distribution of the report
	Communicate what Alumni Association is doing in giving, events, networking, etc.	Communications Committee	FY18 – FY22	Development of a report
	Highlight recognition awards and number of submissions for Class Notes	Communications Committee	FY19 - FY22	Development of a report
Objective 3	<b>Host events that further the public affairs interests of the college</b>			
	Designate an ad-hoc public affairs work group for planning and implementation of a Legislative Luncheon during the General Assembly session	Ad-hoc public affairs work group	18/Annually	Working group developed, event executed
	Identify other public affairs related opportunities (e.g. legislative, government) to engage with stakeholders, and implement	Ad-hoc public affairs work group	18/Annually	Working group developed and group identifies, plans and coordinates events

## GOAL 3 – Governance

**Recruit and develop a highly engaged board of directors that reflects the diversity of our CAES graduates**

Objective 1	<b>Recruit board members that reflect the diversity of age, department/campus, gender, geography, and race</b>			
	<i>Strategy</i>	<i>Who</i>	<i>When</i>	<i>Measure</i>
	Develop a nominating, application, and selection process	Governance Committee	FY18	Matrix of age, department/campus, gender, geography, race
	Develop outreach solicitation mechanism to identify alumni for board member application that addresses strong leadership and reflects inclusivity on the board	Governance Committee	FY18	Tracking solicitation analytics/nominations to application fulfillment rate
	Evaluate on an annual basis	Governance Committee	FY18- Annually	Internal committee report on matrix of age, department/campus, gender, geography, race
Objective 2	<b>Orient, develop, and equip board members to accomplish the mission of the association</b>			
	Develop job description with expectations for performance for board members	Governance Committee	FY18	Completion of job descriptions



	President names ad-hoc committees' chairs/vice-chairs with approval from Executive Committee annually	Executive Committee	FY18 – FY22	Committee chairs/vice chairs named/approved
	Develop job descriptions with expectations for performance for chairman and vice-chairman and Executive Committee gives the charge to the <i>chairman</i> of each committee	Executive Committee; Governance Committee	FY18 – FY22	Completion of job descriptions; Visit with alumni director to assess documents/expectations
	Hold annual board retreat for orientation and training of all members; support and welcome new board members	Governance Committee & Executive Committee	Annually	Attendance and completion of retreat
	Hold an annual committee orientation and expectation session	Committee Chairman of each committee; Governance Committee	Annually	Attendance and completion of session
	Ad-hoc committee chairs develop a program of work for their committee for review and approval by Executive Committee	Ad-Hoc Committees and Executive Committee	Annually	Approved annual program of work
Objective 3	<b>Evaluate the board and its members to ensure effectiveness</b>			
	Develop plan to evaluate board and committee effectiveness	Governance Committee	FY18	Plan created; track board attendance and participation
	Develop self-evaluation process	Governance Committee	FY18	Process created; Input from committees as to what needs to be included

	Conduct a governance review of those self-evaluations	Governance Committee; Committee Chairs	FY 18 – FY22	Review completed on all board members
	Develop plan to address results from the committees and self-evaluation reviews by the governance committee including providing feedback to the board member	Governance Committee	FY18 – FY22	Sharing of a written score card with each member on their achievements/expectations annually
Objective 4	<b>Create a pipeline for future CAES Alumni Board of Directors members and Executive Committee</b>			
	Created internal evaluation process	Governance Committee	FY19	Process developed
	Reach out to different parts of Ag industry (AGL, GFB, USDA, Commodity Commissions, GA Organics, Recent grads, etc.) with goal of bringing new participants into the committees	Governance Committee; Executive Committee; Full CAES Board of Directors	FY19-Annually	Organizations engaged, potential members identified
	Engage more people in the committee process	Governance Committee Executive Committee Ad-hoc Committee Chairs	FY19-Annually	Increase in number of committee members

# GOAL 4 – Recognition

## Increase awareness of Alumni Association and its members

Objective 1	<b>Evaluate and raise awareness of current alumni awards</b>			
	<i>Strategy</i>	<i>Who</i>	<i>When</i>	<i>Measure</i>
	Evaluate annually the current alumni awards nomination process and selection processes	Ad-hoc Awards Committee	FY 18 – FY 22	Completion of the review
	Engage CAES faculty and staff to increase number of nominations for awards	Ad-hoc Awards Committee	FY19	Increase in the number of nominations from campuses and departments as tracked by alumni director
	Find new ways to elevate, highlight, and promote winners	Ad-hoc Awards Committee; Ad-hoc Communications Committee	FY 18	Inclusion in communications plan and review annually
Objective 2	<b>Create recognition/appreciation/awards program highlighting alumni volunteers service and accomplishments related to the CAES Alumni Association</b>			
	Explore a recognition/awards program for alumni volunteer service	Ad-hoc Awards Committee	FY18	Report to Executive Committee
	Establish criteria for awards	Ad-hoc Awards Committee	FY19	Publishing of the criteria

	Launch new program	Ad-hoc Awards Committee	FY20	Successful launch
	Evaluate pilot year	Ad- Hoc Awards Committee	FY21	# of alumni recognized or awards presented
Objective 3	<b>Evaluate and increase visibility of Georgia Agricultural Hall of Fame</b>			
	Evaluate the current Georgia Agricultural Hall of Fame nomination process including award criteria, nomination and selection processes; physical space; historical roots; and organization	Ad-hoc Awards Committee	FY 18	Completion of report
	Provide recommendations on increasing visibility and evaluation of the current program to Executive Committee	Ad-hoc Awards Committee	FY 19	Completion of recommendations and submitted to Executive Committee

## GOAL 5 – Resource Development

Create and increase a culture of philanthropy among alumni and friends

Objective 1	<b>Promote, increase, and retain giving to the Eterna Fund</b>			
	<i>Strategy</i>	<i>Who</i>	<i>When</i>	<i>Measure</i>
	Research current profile of Eterna donors including retention rates	Eterna Committee	FY18	Research completed
	Evaluate communications strategies promoting Eterna	Eterna Committee; Communications Committee	FY19	Evaluation completed and submitted to Development and Finance Committee
	Champion new donations through identification of potential donors	Eterna Committee	FY19	Increase in participation of donations to Eterna fund 1% each year
Objective 2	<b>Establish and promote a clear, simple message about giving to CAES for confidence and consistency from all board members</b>			
	Establish the giving message (elevator speech)	Chair of Development & Finance; Executive Committee	FY18	Message draft presented and approved by Executive Committee
	Train the board members on how to deliver the message	Chair of Development & Finance; Governance Committee	FY18 - Annually	Board members trained
	Incorporate message across all alumni-focused	Board member	FY18 - annually	Board members provide

	events and program	attendee at each event		feedback on self-evaluation tool
	Have board representation at all alumni-focused events to share this giving message as part of the program or through the crowd networking	Development & Finance Committee	FY18 and annually	Board members provide feedback on self-evaluation tool
	Identify 10 non-donors to give message on giving who are in the board member's network and share back to Alumni Director for connection	Each board member; Governance Committee	FY19	Self-evaluation on contacting 10 people
Objective 3	<b>Increase sponsorships for Alumni Association programs and events</b>			
	Establish sponsorship levels for programs and events	Development & Finance Committee; Committee chairs who have programs and events	FY18 – July FY 19 – begin 6 months prior to start of FY19	Plan created
	Identify potential program and event sponsors (individuals, corporate sponsors, in-kind, cash)	Whole Board; Development & Finance Committee	FY18 – July Annually	# of potential sponsors identified by board; Self-evaluation form
	After clearing potential donors with OER, solicit sponsors and secure donations no less than 4 months prior to each program/event	Development & Finance Committee	FY18 after completion of sponsorship levels and donor identification – FY22	Secure sponsors for programs/events

## GOAL 6 – Student Connections

To support and enhance the student experience on all three campuses

Objective 1

**Establish a mentoring undergraduate student program in conjunction with Office of Academic Affairs and Office of External Relations**

<i>Strategy</i>	<i>Who</i>	<i>When</i>	<i>Measure</i>
Assess the need and interest in mentoring program for students, alumni and the CAES Office of Academic Affairs through meetings, conversations, etc.	Ad-hoc Student Connections Committee	FY18	Buy-in for the program and permission to move forward
Develop guidelines for the mentors who participate in the program	Ad-hoc Student Connections Committee	FY18	Completed guidelines
Recruit mentors for the program. Begin program with Ag Hill and Ambassadors	Ad-hoc Student Connections Committee	FY19	Recruitment of mentors to match the number of AG Hill and Ambassador mentees who are interested
Launch a pilot mentoring program with student leaders and ambassadors of Ag Hill	Ad-hoc Student Connections Committee	FY19	Match of mentor and mentee
Evaluate the pilot mentoring program	Ad-hoc Student Connections Committee	At the end of each semester (December 2019, June 2020)	Survey results from each semester from the mentor and mentee

	Expand the mentoring program	Ad-hoc Student Connections Committee	FY20	Expansion to a department/campus level for mentor interest/student interest.
Objective 2	<b>Encourage students to be engaged in networking and events through alumni engagement at these events</b>			
	Explore professional soft skills development needs and what gaps may be on campus through Career Center, usage by CAES students at Career Center, and what the industry needs for these students	Ad-hoc Student Connections Committee	FY18	Summary report
	Explore a VistaPrint business card program for students to use at networking events	Ad-hoc Student Connections Committee	FY19	Summary report
	Plan and implement the Fall Campus Kickoff event for all three campuses and network with student attendees	Ad-hoc Student Connections Committee	Athens – 2017-2021; Tifton – 2018- 2021; Griffin – 2019 -2021	Participation of alumni and students in the events
Objective 3	<b>Work with the Office of Academic Affairs for the right talking points for the Alumni Association to discuss recruitment and transfer of students to CAES</b>			
	Secure a speaker from the Office of Academic Affairs to educate the board and committees for committee orientation/board retreat	Governance Committee	FY18	Presentation completed
	Train the board and/or committees on the talking points for recruitment/pathways/transfers	Governance and/or Ad-hoc Student Connections Committee	FY19	Training completed
	Support as needed for Office of Academic Affairs' recruitment activities where alumni need to be involved (i.e. Give the Dog a Bone campaign)	Ad-hoc Student Connections Committee	FY18-22	TBD



Appreciation and thanks to the following for their work on the development of this FY2018 – FY2022 Strategic Plan  
for the College of Agricultural and Environmental Sciences Alumni Association

## **CAES Alumni Association Board of Directors**

### **2016-17 Executive Board**

President: Elliott Marsh

Vice President: Joel McKie

Secretary-Treasurer: Van McCall

Immediate Past President: Dennis Epps

### **2016-17 Board of Directors**

Joel Burnsed, Peggy Gates, Collier McKenzie, John McKissick, Beth Oleson, Jenna Saxon, Floyd Shockley, Dixie Truelove, Stephanie Van Dyke, and Joe Wells

### **CAES Strategic Planning Committee**

Chip Blalock, Beth Bland, Jeff Cook, Meg Green, Lindsey Hall, Susannah Lanier, Brent Marable (Chair), Elliott Marsh, Van McCall, Joel McKie, Tim Miller, Daniel Parrish, Mary Ann Parsons, Linda Purvis, Nekeisha Randall, Floyd Shockley, Amanda Tedrow, and Chuck Williams

## **College of Agricultural and Environmental Sciences**

Dean Sam Pardue

Dr. Joe Broder, Associate Dean for Academic Affairs

Dr. Laura Perry Johnson, Associate Dean for Extension

Dr. Robert Shulstad, Associate Dean for Research

Rob Cooper, Assistant to the Dean for External Relations

Suzanne Griffeth, CAES Director of Alumni Engagement