



2019-2022 Strategic Plan for Membership

Mission: To provide a medium for alumni and friends of LSU to engage with faculty, staff, and students through professional , social, academic and cultural activities for the purpose of building lasting relationships, instilling pride, and fostering diversity as an integral part of LSU’s community.

Vision: An engaged network of Black alumni leveraging combined time, talents, treasure and testimony to advance the mission of the A. P. Tureaud, Sr. Black Alumni Chapter (The Chapter) and create lifelong members.

Strategic Priorities	Goals	Objectives
Engaging our Black Alumni	1.Cultivate a robust alumni community that engages alumni purposefully, personally, and professionally.	1.1 Maintain and improve communication through personal relationships, printed, and social media. 1.2 Survey members, past members, and potential members often to engage them in a true dialogue 1.3 Plan social and informational events designed around alumni interests (e.g. football games, graduation, etc) that reflect their diverse needs 1.4 Connect with Black alumni where they live (e.g. ambassador programs in larger populated areas) 1.5 Leverage campus resources (LSUAA, Office of Diversity, Athletic Dept) to help achieve objectives
Engaging our Black Students	2. Increase student awareness of The Chapter, its purpose, activities and services and prepare students to become engaged alumni.	2.1 Partner with student organizations to create opportunities for Black alumni to meet and network with students. 2.2 Take an active role in student programs and activities that will build The Chapter brand awareness. 2.3 Develop Black alumni/student mentorship/internship program 2.4 Continue to support the admission and recruiting programs to encourage prospective students to attend LSU 2.5 Continue to increase awareness, accessibility and funding of scholarships for Black students
Sustained Giving	3. Promote Alumni giving to various fund-raising activities.	3.1 Develop fundraising campaigns or activities 3.2 Promote and communicate the value of membership and philanthropy 3.3 Develop a plan for retention of members

<p>Staying Connected</p>	<p>4. Develop and enhance connections among alumni, students, the community and friends.</p>	<p>4.1 Continue to expand The Chapter’s social media presence. 4.2 Share the stories of The Chapter’s alumni to our alumni, students, the community and friends (e.g. APT Alumni Spotlight) 4.3 Increase awareness by collaborating with LSUAA to get Chapter members nominated for LSUAA awards and recognized in LSUAA Quarterly publications 4.4 Strengthen and enhance the various methods for Black alumni to connect with each other 4.5 Strategically recruit potential Chapter board members with pride and passion for the mission of The Chapter 4.6 Strive for diversity among The Chapter board members in terms of age, geography, affinity, and gender.</p>
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