GOAL 1: CULTIVATE A ROBUST FUND-RAISING PROGRAM THAT HELPS DEVELOP KEY FACILITIES AND PROGRAMS OF CAMPUS LIFE AND PROVIDES MEANINGFUL ENGAGEMENT FOR ALUMNI, PARENTS, AND DONORS.

Objective 1.1: Seek funds for the new Campus Life Center.

A. Host dinners with Ajay Nair and when appropriate President Sterk in various cities to raise awareness of CLC funding opportunities.
   a. Scheduled dinners with Ajay Nair and identified stakeholders with staff attendance and appropriate communications materials.
      Target date for completion: Ongoing

B. Work with Foundation Relations on submitting proposals to pre-identified foundations.
   a. Identify foundations that may have an interest in capital projects and submit funding proposals.
      Target date for completion: Ongoing

C. When BOT approves final plans for the CLC, work with Developmental and CL Communications to design website and materials that feature naming opportunities and benefits of the building.
   a. Work with leadership on BOT approval and website/materials.
      Target date for completion: Fall 2016
Objective 1.2: Seek funding for athletic programs.

A. Identify alumni and parent prospects for varsity sport funding initiatives.
   a. Update website with applicable information for each initiative.
      Target date for completion: Ongoing

B. Continue work with coaches to identify prospects and retool funding priorities.
   a. Provide coaches with direction on funding plan.
   b. Be available to speak at Parent weekends and/or alumni events.
      Target date for completion: Ongoing

C. Develop communications materials.
   Target date for completion: Ongoing
Objective 1.3: Work with Campus Life staff to identify funding needs and priorities.

A. Determine specific needs for identified programs such as Barkley Forum, Grad Gen., Office of Student Success
   a. Meet with each director to finalize funding priorities.
      Target date for completion: Ongoing

B. Continue to work with other offices, such as Corporate Relations, Foundation Relations, Research, EAA, and Parent Philanthropy, to identify valuable funding sources.
   Target date for completion: Ongoing

C. Continue to cultivate relationships through EAA and university events.
   a. Actively engage with alumni at Homecoming, engage with parents during Family Weekend, and with alumni and parents at athletic and university events.
      Target date for completion: Ongoing
GOAL 2: DEVELOP AND IMPLEMENT A ROBUST DESTINATION EMORY PROGRAM WITH OUTREACH THAT CONNECTS STUDENTS, FAMILIES, AND ALUMNI IN THOUGHTFUL AND ENGAGING WAYS.

Objective 2.1: Coordinate with EAA, Parent Philanthropy, and Admissions to maximize communication efforts.

A. Develop invitations, select photos, determine wording, publicize on social media and follow up with event photos.  
   Target date for completion: Annually in Spring

B. Determine timing for sending invites to each event.  
   Target date for completion: Annually in May

C. Determine who besides incoming students and their families will be invited to each event based on host capacity (current parents and students, alumni).  
   Target date for completion: Annually in May
**Objective 2.2:** Determine cities and recruit hosts where we will host DE programs.

A. Meet with Admissions to determine past trends for deposited students.
   a. Goal of hosting in cities where 25 or more incoming students reside.
      Target date for completion: Annually in Fall

B. Work with EAA/alumni chapters to determine who will host incoming students at chapter events.
   a. Seek to host in all cities with chapters having summer events where 25 or less incoming students reside.
      Target date for completion: Annually in Spring

C. Work with EAA and Parent Philanthropy on determining possible hosts and sites for each DE event.
   a. Where possible, work to secure hosts who are alumni and parents of current Emory students.
      Target date for completion: Annually in Spring
GOAL 3: PLAN AND EXECUTE A FUN AND MEMORABLE FAMILY WEEKEND FOR EMORY STUDENTS AND THEIR FAMILIES.

Objective 3.1: Secure appropriate date and schedule of events.

A. Coordinate with campus partners, including EAA, to determine appropriate date.
   Target date for completion: Annually in Spring

B. Seek out significant programs and speakers, Emory talent.
   Target date for completion: Annually in Spring/Summer

C. Work with Campus Dining to determine multiple meal options.
   a. Finalize language for meals on schedule
   Target date for completion: Annually in Summer
Objective 3.2: Effectively communicate about Family Weekend.

A. Determine dates for email blast, follow up info.
   a. Finalize dates in coordination with EAA.
      Target date for completion: Annually in Summer

B. Obtain promotional items with Family Weekend dates.
   a. Distribute promotional items at DE and New Student Orientation
      Target date for completion: Annually in Summer

C. Use website and social media to promote Family Weekend.
   Target date for completion: Annually in Summer
Objective 3.3: Implement energetic and entertaining weekend.

A. Coordinate facilities and consider disability needs
   Target date for completion: Annually in Fall

B. Provide information and resources as needed throughout the weekend.
   a. Information table staffed and programs and maps provided
      Target date for completion: Annually in Fall

C. Assess Family Weekend through parent survey.
   Target date for completion: Annually in Fall
GOAL 4: EFFECTIVELY COMMUNICATE WITH FAMILIES AND ALUMNI TO EDUCATE THEM ABOUT CAMPUS LIFE AND ENGAGE THEM IN THE LIVES OF OUR STUDENTS.

Objective 4.1: Send monthly Family Newsletter that addresses current events on campus and provides helpful and useful information

A. Set newsletter distribution dates in coordination with EAA.
   Target date for completion: Annually in Fall

B. Work with Campus Life departments to communicate events and activities newsworthy for families.
   Target date for completion: Ongoing.

C. Work with Emory Photography to obtain current photos and artwork
   a. Current photos and relevant artwork used.
      Target date for completion: Ongoing.
Objective 4.2: Effectively utilize family@emory.edu as a means for responding to family inquiries. Respond quickly to phone inquiries

A. Publicize family@emory.edu on website and in relevant communications.
   a. Families aware and utilizing email address.
      Target date for completion: Ongoing.

B. Respond to emails and phone calls within 24 hours.
   a. Emails and phone calls answered, parent issue handled by appropriate staff
      Target date for completion: Ongoing.

C. Follow up with families as needed.
   Target date for completion: Ongoing.
Objective 4.3: Develop webinars on pertinent topics.

A. Survey families to determine interests
   a. Link survey into family newsletter.
      Target date for completion: Ongoing.

B. Aim for two webinars per semester.
   a. Publicize through family newsletter timed near webinars.
      Target date for completion: Ongoing.
GOAL 5: DEVELOP MEANINGFUL WAYS FOR ALUMNI TO BE ENGAGED WITH CAMPUS.

Objective 5.1: Continue to foster relations within the Campus Life Council.

A. Coordinate meeting agenda items and relevant topics with Committee Chair and members.
   a. Agenda sent two weeks in advance and speakers secured
      Target date for completion: Ongoing.

B. Consider new council members.
   a. List of 5-10 potential new members developed with 1-2 added per year.
      Target date for completion: Annually each Fall.

C. Include Council members in larger life of the university.
   a. Members included in EAA leadership opportunities, university events and programs.
      Target date for completion: Ongoing.
**Objective 5.2:** Determine means for engaging alumni with departments.

A. Continue to cultivate current alumni relationships and identify new opportunities with offices, such as LGBT, Greek Life, and Barkley Forum.
   a. Relevant events and meetings attended.
      Target date for completion: Ongoing.

B. Continue to communicate with Career Center regarding potentially valuable alumni contacts.
   a. Additional contacts provided.
      Target date for completion: Ongoing.

C. Link alumni with events in their cities, such as DE and athletic events.
   a. Events and opportunities identified with plans implemented.
      Target date for completion: N/A

D. Expand the Campus Life Connections program.
   a. Improve program based on feedback received from alums.
   b. Communicate expectations to students to ensure alums feel valued and engaged.
   c. Work with Campus Life staff on identifying student leaders for the program.
      Target date for completion: Ongoing; Program occurs primarily over the summer.