Office of Development, Alumni Relations, and Parent & Family Programs

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

Update September, 2017:
Scheduled first initial dinners with Dean Nair. Working with Foundation Relations on identifying key foundations. Developed website and marketing tools.

Update March, 2018:
With the departure of Ajay Nair, the development team will engage Interim VP Paul Marthers in efforts for the CLC. Goal is for a cultivation event in fall 2018. Applications to foundations will begin in spring 2018. Revising website as updates are available. Collateral material will be complete this spring. "Brick" fundraising ask will be sent to young alumni with Campus Life affinity by April 15, 2018.
**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

*Update September, 2017:*

Continuing to identify alumni and parent prospects as well as finalizing sport funding priorities. Working closely with parent and alum groups over Homecoming and Family Weekend.

*Update March, 2018:*

Will engage men's soccer alumni at alumni weekend in April 2018. Will announce new endowment to support men's soccer and will solicit funds for it. Increased focus on men's soccer as we try to complete naming opportunity for the field in honor of Tom Johnson. Softball celebrates 20 years in 2018 and will include an announcement of a new softball stadium and a funding ask. Will communicate completion of baseball locker room to alumni and parents, plan celebration event or recognition event for graduating seniors. Will host men/women tennis alumni and parent event in May at NCAA DIII National Championship in California.
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

Update, September, 2017:
Identified key donors and developing proposals. Collaborations continue with Emory Alumni Association (EAA) and Development officers.

Update, March, 2018:
Continue to identify prospects for key areas within Campus Life. Work with departments leaders to create proposals that communicate need area with opportunities. Collaborate with Foundation Relations and Corporate Relations to identify potential prospects with these areas. Use the naming opportunities with the Campus Life Center to address programmatic need within the space.
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

Update, September, 2017:
Completed for summer 2017 Destination Emory events.

Update, March 2018:
Collaborated with Admissions, EAA and Parent Philanthropy and decided to send one coordinated email invite to all students with all domestic DE events. Students and families can determine location that suits them best. Engaged Oxford staff to attend DE events. Separate RSVP lists will be done for each event.

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

Update, September, 2017:

Completed for summer 2017 Destination Emory events. Cleveland, OH added as new DE city for 2017. Chapters in three cities invited incoming students and parents to events (Cincinnati, Nashville, Raleigh/Durham). Incoming student receptions were hosted by Campus Life in Shanghai, China with Dean Nair and in Seattle with Jessi Arnidis.

Update, March 2018:

Met with Admissions and determined return cities from 2017 and will consider Phoenix, St. Louis, Nashville, and Orlando as additional cities after May 1 deposits are received. Confirmed several repeat hosts and will reach out to hosts in new cities and to new hosts in repeat cities as needed.

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
Update, September, 2017:

Completed for fall 2017 program through collaborations with the College, Business School, EAA, Campus Dining, and Development.

Update, March 2018:

Dates for 2018 and 2019 confirmed. Have begun promotion of 2018 Family Weekend through newsletter and social media. Coordinating speakers and special programs with EAA and DAR.

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

Update, September, 2017:
Completed for fall 2017 Family Weekend.

Update, March 2018:
In progress.
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

Update: September, 2017:
Inquired about improved disability access for AMUC and awaiting response. Other areas in progress.

Update, March 2018:
Working with AMUC on disability access issues for the fall. Other areas in progress.

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.

Update: September, 2017:
Collaborated with Housing and other departments to promote services such as commencement housing and Career Center resources. Continual progress on all areas.

Update: March 2018:
Coordinate efforts with new staff member who has taken on efforts with ease.
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.

Update, September, 2017:
Tracked 2016-17 inquiries on family@emory.edu in order to address issues in monthly family newsletter and anticipate family needs. Worked with communications staff in sending out pertinent all-family emails for issues such as Hurricane Irma.

Update, March 2018:
Continue to track incoming concerns and respond as appropriate. Working with offices to improve web presence and communications. Pursuing improved overnight mail service delivery.
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.

Update: September, 2017:
Developed survey and sent to families in May 2017. Using data to determine future webinars. With departure of development communications staff person in summer 2017, will follow through with webinars after new staff member starts during second semester 2017-18.

Update, March, 2018:
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.

Update: September, 2017:
Plans for fall 2017 meeting underway. Engaged Campus Life Council members with Career Center shadowing program, New Student Orientation Parent Panel, and other universities advisory boards. Recruitment of new CLC members in progress for fall 2017.

Update: March, 2108:
Recruited new council member who was onboarded in March. Conducted Campus Life Center (CLC) hard hat tour for council members. Coordinated virtual tour of CLC for Parent Leadership Board.
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: Ongoing.

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.

Update: September, 2017:
Continuing efforts to engage alums with Campus Life and the student experience.
Update: March, 2108:
Collaborated with the Career Center on the Career Discovery Day program to engage alumni and parents. Created meaningful connections between alums and students through Greek life advising and career mentoring opportunities.