

Columbia College Alumni Association

Five Year Strategic Plan: Excerpt

January 2015

Reaching 100% Alumni Engagement

Dean James J. Valentini appointed a 13-member Alumni Relations Task Force in January 2013 to explore the ways to deepen and broaden the alumni experience.

University Trustee Joseph Greenaway CC'78 chaired the group, which also included:

Kyra Tirana Barry CC'87 P'17

Tom Cornacchia CC'85 P'17

Jess Drabkin CC'79 P'09

Wei-Jen Hsieh CC'08, P&S'14

Eric Mendelson CC'87 BU'89 P'17

Rita Pietropinto- Kitt CC'93 AR'96

Valerie Purdie-Vaughns CC'93

Roxann Smithers CC'99 LAW'02

Maria Sulimirski CC'13

Kathryn Yatrakis GSAS'81, P CC'94, '96 '05

Bernice Tsai CC'96

CCAA President, Board of Visitors, Athletics

Board of Visitors, Athletics

CCAA Executive Committee

CCYA Board, Young Fund Development Council

CCAA Executive Committee

Columbia Alumni Association (CAA) Board

Assistant Professor, Psychology

CAA Board, Pres. Columbia Club of Atlanta

Chair, Senior Fund

Dean of Academic Affairs, Columbia College

Senior Executive Director, Alumni Relations

Our Challenge

How do we engage our Alumni for a lifetime?

What can we learn from other alumni associations about engagement?

What do our Alumni look for in a lifelong relationship with the College?

How can we be the best for who we are?

Who Did We Talk To?

- Alumni in NYC and SF, who were a mix of engaged and unengaged
- Current student leaders
- Columbia College Alumni Association Board
- Columbia College Young Alumni Board
- Columbia Alumni Association (CAA) members

- Columbia University Board of Trustees
- College Alumni Relations and Development Staff
- University Alumni Relations Staff
- Office of Student Affairs
- Center for Career Education
- Office of Undergraduate Admissions

What Did We Learn?

Programs and Benefits

- Alumni desire more Intellectual Programming, especially from Columbia
- A rich Columbia network is desirable, both for Career and Life aspirations
- The idea of more Columbia traditions is intriguing yet it's hard to clearly articulate what Columbia College traditions are
- Alumni are interested in connecting across generations and through shared interests
- Students need to be welcomed into the Alumni community from the beginning

How We Execute

- Columbia has not always reached out and been warm, as other schools are
- Our communications and programming reflect the complexity of the University and can be confusing
- Non Tri-State alumni feel unattended to

Beliefs About Our Alumni

College Alumni are a deeply valued resource, crucial to Columbia's success.

Our alumni are intellectually curious, independent thinkers who look for purposeful roles throughout their lives.

Our community embraces and connects students, alumni, faculty and parents, and shares a collective desire to make Columbia great for all Columbians.

Our Columbia connections are lifelong and provide a sense of belonging and enable diverse opportunities.

Alumni seek connections in varied ways, across the entire Columbia spectrum.

Ways to Engage Our Community

LEARN

Reigniting the mind
and senses:

- Relive the Core
- Faculty-led adventures
- Virtual Offerings
- Columbia brainpower at fingertips
- Experiential programs

CONNECT

Knitting a well-
connected
community:

- User friendly online/mobile directory
- Advance careers through open platform
- Homebred and formal networking

CELEBRATE

Memorable
celebrations and
alumni pride:

- School traditions and history
- Shout out community achievements and successes of the College

SERVE

Leaders that change
the world:

- Deeply satisfying volunteer experiences
- Service to school, society and world