



FLINTRIDGE SACRED HEART ACADEMY

Strategic Plan 2008-2011: Building for Tomorrow

VISION STATEMENT

Rebuild and re-energize the Alumnae Association of FSHA and engage students and faculty/staff.

MISSION STATEMENT

To stimulate active interest among the alumnae in their Alumnae Association, and to support the aims, purpose and activities of the Academy.

PRIORITY 1: Maximize effectiveness of Alumnae Association Board

Goal 1: Evaluate Alumnae Association Board structure

- Assess each Board position and evaluate its effectiveness
- Conduct effective meetings during a manageable time period
- Maintain active recruitment for Board positions from different decades
- Revisit succession plan in current constitution

PRIORITY 2: Engage students for a lifetime relationship with FSHA

Goal 1: Implement and strengthen Student Alumnae Relations Association Council

- Implement SARC(Student Alumnae Relations Council)
- Maintain SARC membership at 25-30 juniors and seniors
- Track and increase inclusion of ethnic minority groups and boarding students among SARC membership
- Create an FSHA Alumnae Association awareness campaign

Goal 2: Strengthen outreach and engagement efforts toward graduating students

- Develop and implement an outreach program directed toward graduating seniors and new graduates .

Goal 3: Increase and promote diversity within each FSHA AA committee

- Create partnerships with a minimum of five strategically selected clubs across campus for participation in various campus-wide activities

Goal 4: Increase student awareness of the FSHA Alumnae Association

- Showcase physical facility to students.

Goal 5: Develop and promote a culture of leadership within FSHA Alumnae Association and across the Flintridge Sacred Heart Academy campus

- Create an FSHA Alumnae Association training and education program
- Investigate the creation of an all-campus leadership conference

PRIORITY 3: Connect Flintridge Sacred Heart Academy alumnae and friends to the Academy and to each other

Goal 1: Execute effective print and electronic communication

- Decrease the number of "lost" member addresses from 858 to 750
- Increase the number of accurate member e-mail addresses from 1,300 to 1,800
- Actively engage FSHA Alumnae E-Newsletter readership
- Enhance and expand the features of the online community
- Collaborate with admissions, athletics, arts, resident program, and other strategically identified campus units to most effectively communicate with constituents
- Market and promote the Association through consistent, high-quality visual communications
- Track and record the number of hits received on the FSHA Web site
- Increase frequency of communication with non-active members.

Goal 2: Position the Alumnae Office as an indispensable tool for engagement

- Position the Alumnae Office as a key Academy destination
- Make the Alumnae Office a premier showplace for Academy traditions
- Create clear area for alumnae to check in when they visit FSHA to update their current information before visiting faculty/staff.

Goal 3: Enhance and increase participation in the FSHA Alumnae Association

- Set a new active membership goal by January 2009
- Explore member benefits
- Implement a New Grad/College Matching program
- Implement a Legacy Program

Goal 4: Provide enhanced engagement opportunities

- Define how we measure engagement
- Increase annual attendance at events from 60 to 200
- Implement FSHA AA affinity groups (professional, hobbies, etc...)
- Implement Connection Cities program
- Explore and define our volunteer opportunities
- Explore and establish a Young Alumnae Council
- Implement Alumnae Day on campus and/or Career Day
- Implement Golden Club (50+ year alumnae)

Goal 5: Enhance overall diversity efforts

- Represent defined areas of diversity in all communication pieces

Goal 6: Enhance communication with alumnae internationally

- Increase FSHA AA exposure internationally
- Reconnect with alumnae throughout the world

PRIORITY 4: Position the Flintridge Sacred Heart Academy Alumnae Association to advance Flintridge Sacred Heart Academy

Goal 1: Grow and enhance visibility of Alumnae Scholarship

- Explore and refine Alumnae Scholarship goals and refine requirements for applicants
- Grow Alumnae Scholarship Fund by 20%
- Recognize alumnae scholarship recipients

Goal 2: Strengthen the roles Flintridge Sacred Heart Academy alumnae, students, and friends play in helping advance the Academy and the Association

- Support the Academy's comprehensive fundraising campaign

Goal 3: Position the Alumnae Office as an indispensable tool for engagement

- Support the Academy's priorities through Alumnae Office displays
- Create a marketing plan directed toward faculty and staff
- Showcase Academy and alumnae achievements
- Provide a quality destination for events
- Establish the Alumnae Office as a key venue to advance the campus experience