



Strategic Plan

2024-2029

MISSION STATEMENT

The Cal State Fullerton Alumni Association is organized and operated for the benefit of the University and its alumni in support of the priorities of the University. The Association is dedicated to fostering lifelong connections among Titans, promoting a spirit of loyalty and unity across our diverse community. It is committed to supporting the university's mission of educational excellence, enhancing the value of a Cal State Fullerton degree, and empowering our alumni through meaningful engagement, professional development, and networking opportunities. Our mission is to inspire alumni to give back, serve as ambassadors for the university, and contribute to a legacy of inclusivity, innovation, and impact for future generations.

VISION STATEMENT

The Cal State Fullerton Alumni Association aspires to create an engaged, supportive, and loyal network of Titans; cultivate a culture where every alumnus feels valued, connected, and motivated to contribute to the university's mission. Through innovative programs, strategic partnerships, and a commitment to diversity and inclusion, empower alumni to achieve their fullest potential, making significant contributions to the University, their professions and communities.

VALUES

- Community:** Building a supportive and inclusive network
- Service:** Giving back to the university and the broader community
- Excellence:** Striving for the highest quality in all we do
- Integrity:** Acting with honesty and transparency
- Inclusion:** Embracing differences and creating a sense of belonging
- Innovation:** Embracing change and new opportunities

GOAL 01

Cultivate a vibrant and robust Titan community that engages alumni purposefully, personally, and professionally

Objective

Advance Cal State Fullerton through meaningful and strategic lifelong alumni engagement opportunities that reflect the diversity and interests of the University's alumni network.

Strategies

Purposefully:

Develop inclusive alumni engagement opportunities that are consistent with the Guiding Principles for Social Justice to ensure individuals from all backgrounds can authentically engage in alumni activities and feel a deep sense of belonging.

Personally:

Enrich the lives of the University's alumni network by creating unique experiences that enhance an ongoing affinity to the University and inspire more alumni to engage with the Association.

Professionally:

Facilitate opportunities for alumni to network with the Titan community and inspire students to become engaged alumni.

GOAL 02

Strengthen campus and community partnerships

Objective

Enhance collaboration and connectivity between the Alumni Association, students and campus/community stakeholders to foster engagement and support.

Strategies

Forge Strong Campus Partnerships:

Establish effective collaboration with campus entities, promote alumni participation in campus activities, and create mentorship opportunities between alumni and students through collaboration with academic departments and career centers.

Amplify Communications Efforts:

Enhance communication channels by keeping alumni informed about campus activities, leveraging social media to showcase alumni success and promote events, and collaborating with campus communication teams to amplify the visibility of joint initiatives.

Increase Membership Through a Seamless Transition from Students to Alumni:

Attract more members by creating tailored outreach initiatives for students, providing enticing incentives for recent graduates to join, and forming partnerships with local businesses to foster engagement, sponsorship, and support.

GOAL 03

Cultivate a culture of philanthropy and service

Objective

Foster a culture of philanthropy and service within the Alumni Association, with the aim of increasing alumni engagement, volunteerism, and giving rates, while supporting the growth of the Association's endowed scholarship fund to reach the \$1 million goal.

Strategies

Alumni Engagement and Outreach:

Engage alumni in philanthropic activities and volunteerism through targeted communication campaigns, networking events, and workshops focused on the impact of giving back, while highlighting success stories of alumni who have contributed significantly to the university community.

Building a Robust Volunteer Network:

Creating diverse volunteer programs, collaborating with campus entities to identify inclusive opportunities, and providing resources for alumni to effectively support the university's mission, aiming to cultivate a robust volunteer network that fosters alumni engagement and contributes to the growth of the endowed scholarship fund.

Foster a Culture of Service and Philanthropy:

Foster a culture of philanthropy and service within the Alumni Association by launching a fundraising campaign to grow the endowed scholarship fund, implementing a stewardship strategy to recognize philanthropic alumni, and integrating service opportunities into alumni engagement activities to encourage mentorship and knowledge-sharing with students.