

# NECC

Northern Essex Community College

# Alumni Association STRATEGIC PLAN




FISCAL YEARS 2010-2012



# MESSAGE

## FROM THE DIRECTOR OF ALUMNI AND DONOR RELATIONS



In late April 2009, the NECC Alumni Advisory Board, along with a group of interested NECC alumni, staff, and students met to develop a strategic plan for the NECC Alumni Association.

Over the course of two evenings, many ideas were generated, and two strategic directions were created. Working with the Alumni Advisory Board members, annual objectives will be developed for implementation over the next three years.

It's an exciting time for the NECC Alumni Association and the NECC Alumni Advisory Board. The 2010-2012 Strategic Plan of the NECC Alumni Association provides a roadmap for the future focused on building relationships and increasing financial support to the College.

I'm extending an open invitation to all alumni to become involved! Please contact me at any time to share your thoughts, ideas, and energy.

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# NECC ALUMNI ASSOCIATION PURPOSE

The Alumni Association has been established to support the college's mission and strategic goals by developing relationships with alumni, students, and friends, and by generating funds for scholarships, student programs, and the college's endowment.



# STRATEGIC DIRECTIONS

## DEVELOP RELATIONSHIPS

Developing relationships with students, alumni, and members of the community is paramount to a successful alumni program. Studies have shown that there are significant benefits for colleges that garner the interest, time, and support of alumni. With nearly 32,000 graduates, it's essential that we build relationships that enable alumni to connect with current students and other alumni; encourage alumni to act as ambassadors in our local communities; promote an inclusive environment that facilitates the participation and values the contributions of all; and harness alumni expertise to sustain and grow the college into the next decade.

## INCREASE FINANCIAL SUPPORT TO THE COLLEGE

Successful colleges enjoy a strong base of support from their alumni. Led by the college's Alumni Advisory Board, we will call upon all alumni to play an increasing role in giving back to the college, engaging others to support the college in its current efforts, and in launching new initiatives. We will seek to create new ways that will enable the Board to lead alumni in the effort to increase their financial support of the college, its students, programs, and activities.





### ■ STRATEGIC PLANNING COMMITTEE MEMBERS

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Susan Bonenfant  
Frank Dushame  
Alex Gonzalez  
Libby Jensen  
Rhiannon Lombard  
Lynne Saben, Esq.  
Lynda Stone  
Dawne Young, Esq.

### ■ NECC ALUMNI ADVISORY BOARD

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