

**Development and Alumni Relations Work Plan  
2002-2003**

Result Area	Activity Details and Comments	Owner	Performance Indicator	Target Date	Completion or Adjusted date	Outcome
<b>Goal 2: Marketing and Recruitment</b>						
Promotion and Public Relations	Development new PR materials in conjunction with Marketing committee	SR	3 new publications completed for distribution	Aug 2002	Fall 2002	Completed 2 new publications for Engineering, and two for Development office.
	To work in conjunction with the Coordinator of Marketing on the following initiatives: Design and development of promotional material, media campaigns, improving the public image of the College and re-branding exercises	SR	<ul style="list-style-type: none"> <li>• Development of marketing plan.</li> <li>• Prioritize list of promotional materials, ads</li> </ul>	Dec 2003	incomplete, July 2003	<p>Coordinator of marketing was hired in the spring or 2003. There have been ongoing meetings to plan.</p> <p>The prioritization process has begun.</p> <p>4 Focus groups held on marketing plan.</p>

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	To ensure consistency in all messages communicated internally and externally to all stakeholders	SR	consistency of internal messaging.  Timely internal bulletins  Protocol for information management	March 2003	Spring 2003	E-bulletin format was developed and implemented  Protocol for news releases was reinforced.  AC Post format streamlined with campus going to e-mail version only  Work was ongoing to improve the consistency of the Alumni Database
	Develop a strategy to actively involve high profile and active alumni in the recruiting process	SR	Two new alumni actively recruiting on behalf of NSAC	Dec 2003	Ongoing	List of distance contact Alumni was developed.
<b>Goal 5: Serving the Community</b>						
Special events	Streamline current activities and identify one new event for 2002-2003	SR	1 New Event	Dec 2003	Moved to next year.	
	Identify Fund raising opportunities at Open house and Alumni Weekend	ALL	Raise \$10K from events	March 2003	March 2003	\$2,000 raised

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NSAC Awareness	Develop program to increase awareness of NSAC in local area	SR	Establish promotional committee with various municipal leaders; Participate in community publications; involve municipal leaders in NSAC events	March 2003		Local publications now use NSAC info.  Local Leaders getting more active in campus events.
	Work with the Town, NSCC, County and Village on a Promotional Committee to promote Truro as a place to live and learn	SR			March 2003	Joint marketing and promotion committee struck. Susan Michel leading.
	Establish ways to involve municipal leaders in the Centennial celebrations of the College	SR			March 2003	Civic leaders invited to all events with more attendance

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	Explore options to develop joint program with Agricultural Awareness committee	JG	Program will be scoped and ready to implement	Spring 2003 pending coordinator of Marketing	June 2003	AgZone was initiated. 400 School children toured campus. Worked with Ag Awareness committee. Plans for future events.
Atlantic Agricultural Hall of Fame	Prepare new information brochure for Hall of Fame	JG	Completion of brochure	January 2002	March 2002 Completed and circulated	New Brochure completed.
	Increase membership support	JG	Recruit 10 new memberships for the Hall of Fame	March 2003	Aug 2002.	16 new supporters
<b>Goal 9: Administration and Future Funding</b>						
Recruit two new members of Foundation Board	Check with Halifax staff on current situation and develop plan to fill vacancies	JG	Members recruited	June 30, 2002	Jan 2003	two appointments made. Board at full strength.
Alumni Board	Develop and foster a working relationship with Alumni and Alumni Board Members.	JJ	Improved regular communications . Number of calls to Board, Satisfaction of Board members		On going.	Regular contact established. More classes calling.

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	Create quarterly newsletter to update members of activity, feedback.	JJ	Newsletter created and delivered	April 30, 2002	April 22, 2002	Newsletter established with Board.
Develop Plan for Annual campaign	Dependent on staff support and time of campaign. Target for summer and early fall.	ALL	\$30,000 raised	Sept 2002	Completed Jan 2003.	\$14,500 raised. \$3.10 per \$ spent.
Website	Add additional material on various campaigns and project	JG	Material from current campaigns on line	Continuous	on line Dec 2002	Updates to website ongoing,. E-bulletin and section reports
	Develop plan for on line giving depending on funds, software and support	JG	Easier method of giving, increased donations	June 1, 2001	Put on hold Pending SIS	
Professional Development	Attend CASE conference in coming year	JG	professional development	Mar 2003	Feb 2003 conference in Quebec  April CCAE/CASE marketing in Halifax	
	Attend workshop in major gift giving	JG	professional development	March 2003	Delayed until 2003-2004	

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	Attend a professional development workshop on non-profit organization management/fund raising	JJ	professional development	March 2003	SFRE event Nov 2002	Ideas and contact made
Advertising/Agricola News	Increase advertising dollars in the Agricola News in an effort to offset the cost of production	SR, JJ, SM	Target 25% of cost of production and mailing of newsletter	July 2002	moved to 2003-2004	
	Dedicate space in the newsletter to highlight development issues on a regular basis	SR		July 2002	July 2002	Page dedicated to Fund raising
Information Management	Replace computer hardware for section	JG	Equipment replaced	June 2002	June 2002. Completed in phase on up upgrade	
	Get fund management accounting software operational	JJ	Automate donor management	September 2002	Dec 2002 Spreadsheets as interim measure	Improved fund tracking as interim measure until donor software is installed.
	Improve overall maintenance of alumni database.	JJ	random follow up calls to verify information and receive feedback, target 4 per month	Continuous		100 lost Alumni found in year.  Duplicates and major inconsistencies eliminated.

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Planned Giving	Develop plan for implementing coordinated planned giving	JG	Plan in place	August 15, 2001	Review by March 2003.	Handled inquiries from several alumni.  Participated in Leave a Legacy.
Capital Campaign and Major Gifts	Develop beginnings of drive	JG	Plan and training started	September 30, 2001	delayed until SIS is fully functional.	

Final version July, 2003