

## Development and Alumni Relations Work Plan 2010-2011

Result Area	Activity Details and Comments	Owner	Performance Indicator	Target Date	Outcome
<b>Strategic Goal #2 - Enrollment and Student Engagement</b>					
Branding and Marketing	Develop brand-specific activities and opportunities for the campus community to participate in the brand through fun and innovative events	SM	- Average participation rate of 15%	Mar 2011	•
	Secure research that allows us to understand applicants and competitors better	SM	- Research implications communicated to Recruitment and program reps - Impact at least two decisions that will improve program marketing	Aug 2010	<ul style="list-style-type: none"> <li>• Program naming research completed in July;</li> <li>• Communicated to all academic departments in September;</li> <li>• Drove decision to change three program names immediately, four program names in the next year and key positioning changes for at least four programs</li> </ul>
	Improve institution's process for program marketing and promotion in cooperation with Recruitment	SM	- Enrollments in target programs meet enrollment targets previously set	Mar '11	•
Communications/Public Relations	Increase and enhance opportunities for interaction outside the classroom	SR, JG	- Seek out opportunities for faculty and staff to be engaged in community. - Organize community events on campus that use NSAC facilities and expertise.	On going	<ul style="list-style-type: none"> <li>• Cooperated with Farm Equipment Museum on opening of new building (Oct)</li> <li>•</li> </ul>
<b>Strategic Goal #3 - Valuing Students, Faculty, Staff and Alumni</b>					
Branding and Marketing	Identify and fulfill at least two opportunities for NSAC experts to speak publicly about these issues in the next year at events that reach more than 50 stakeholders	AJ, SM	- Engage at least 25 alumni in at least one brand participation activity/event this year	Mar '11	
Communications/Public Relations	Promote the accomplishments of students, faculty, staff and alumni	SR, AJ	- Profile at least one student, faculty or staff member on a monthly basis - Develop "brag book:	July '11	•
Communications/Public Relations	Develop an orientation program for new faculty and staff	SR	- Program developed and implemented	Mar '11	•

<b>Strategic Goal #4 - Commitment to Our Community and Our Partners</b>					
Branding and Marketing	Establish a speaking bureau and a means to promote our experts as keynote speakers on issues of sustainability, rural growth and bio-resource innovation	SM	- Identify and fulfill at least three opportunities for NSAC experts to speak publicly about these issues in the next year at events that reach more than 50 stakeholders	Mar '11	
	Deliver community outreach programs that use NSAC's specialized expertise to contribute to sustainable and healthy communities	ALL	- Member of team play active role in community organizations.	Mar '11	•
Communications/Public Relations	Organize and conduct a media tour of campus	SR	- Media will be more familiar with Campus.		
<b>Strategic Goal # 5 - Advancing Our Institution</b>					
Branding and Marketing	Corporate Positioning Guide	SR	-		•
	New three year online strategy	MP, SM	- New strategy for the delivery of web services is developed and ready for deployment.	Mar '11	•
	Begin execution of the campus signage strategy	SM	- At least five new signs appear on campus with a strategy for phased implementation	Mar '11	
Alumni Relations	Increase use of electronic Social Networking for Alumni and friends of NSAC	JG, MP, AJ	- Usage of media has increased. Maximizing means of communication with alumni and friends, while also engaging in a preferred medium.	Mar '11	•
	Enhance Alumni Profiles	AJ	- 12 profiles will be prepared for including on website and in other venues.	Mar '11	•
	Improve permanent E-mail address solution for Alumni	JG, MP	- Adoption of E-mail by more Alumni meaning a more efficient, quicker and less expensive means of communication with alumni.	Mar '11	•
Fundraising program	Maintain annual giving from fall appeal within range of previous 3 years average.	JG, AJ, JF	- Increase endowments by \$100,000 and annual appeal by 10%	Mar '11	•

	Fully develop Family Bursary fundraising program	AJ	<ul style="list-style-type: none"> <li>- Increase endowments for Bursary fund by \$25,0000</li> <li>- To provide financial support to all eligible family members of our alumni and help relieve financial burden.</li> </ul>	Mar '11	
	Increase overall number of donors to 650.	AJ, JG, JF	<ul style="list-style-type: none"> <li>- Strengthened relationship with engaged donors.</li> <li>- Improved institution and student experience.</li> </ul>	Mar '11	•
	Begin major gift campaign to complement annual program	JG, AJ	<ul style="list-style-type: none"> <li>- Increased number of donors and number of dollars to NSAC.</li> <li>- Strengthened relationship with engaged donors, be top of mind for financial support.</li> <li>- Improved institution and student experience.</li> </ul>	Mar '11	
	Start development of Matching Gifts Program.	JF	<ul style="list-style-type: none"> <li>- The database will be developed to provide information on employers for potential matching gifts. Promotion material for campaign will be developed.</li> </ul>	Jan'11	
Information Management	Increase "on-line" portion of SIS project for donors	JG, MP	<ul style="list-style-type: none"> <li>- Improved updating services for Alumni by allowing access to on-line portion is achieved.</li> </ul>	Mar '11	•
	Improve overall maintenance of Alumni database.	JF	<ul style="list-style-type: none"> <li>- Correct 20% of Alumni Records</li> </ul>	Mar '11	•
	Digital Signage deployment and upkeep	MP	<ul style="list-style-type: none"> <li>- Increase numbers of Digital Signs on Campus to all major student areas.</li> </ul>	Mar '11	•
	More current systems to virtual systems	MP	<ul style="list-style-type: none"> <li>- Redundancy, less hardware/equipment to manage.</li> </ul>	Mar '12	•

University Research Park	Oversee and coordinate NSAC's participation in ACAI design; work directly with TIR, providing specific guidance on room data sheets	LS	- Design of building acceptable to NSAC's ACAI steering committee	End of summer, 2010	• Design finalized and tender documents completed
	As a Board member of Association of University Research Parks Canada, provide input that will build awareness in support of science parks throughout Canada	LS	- Participation in monthly Board meetings (via telecom); editorial in next issue of Canada Now featuring ACAI	Ongoing	•
	Coordinate leasehold improvements for Dr. Lada's Christmas Tree Research Centre	LS	- Leasehold improvements completed on time and on budget	Fall, 2010	•
	Provide operational support to Dr. Ablett and ABVC team including services related to human management, procurement of goods and services, coordination of leasehold improvements, project management, etc.	LS	- ABVC functioning effectively and efficiently	Ongoing	•
	Strengthen relationships between NSAC faculty/staff and AgriTECH Park through presentations, bulletins, participation in workshops on and off campus, etc	LS	- Faculty/researchers buy-in to concept of research park for pre-commercialization activities and interest in use of ACAI physical and knowledge-based services for assisting in growing new agri-based business ventures	Ongoing	•