

# **Team Building Bridges**



## **Blueprint for the Future 2021-2023**

## Purpose:

The purpose of this Blueprint, is to develop an action plan that will serve as the operational blueprint for the alumni association over the next two years.

## Focus Areas:

The two primary areas of focus for the Delaware State University Alumni Association shall be **Outreach & Engagement**.

Through focusing on Outreach & Engagement, the organization will be able to:

- Empower the alumni association and increase membership
- Better serve the needs of the university
- Support the needs of students



# Building Bridges

Connecting Past, Present,  
and Future Generations



**Leah Williams '15**  
President



**Wesley Ridgeway '89**  
Vice President



**Antionette Blake '83**  
Recording Secretary



**Shannon Booker '06**  
Assistant Secretary



**Diane Kirby '09**  
Treasurer



**Alexander Hackett '16**  
Assistant Treasurer



**Cheryl Latney Bridges '87**  
Chaplain



**Dawn Gibson '12**  
Alumni  
Representative



**LaSean Shelton '95**  
Alumni  
Representative



**Ralonda Ivy Smith '95**  
Nominating  
Committee Chair

Goal/Objective	Task	Responsible Committee	Due Date
Provide communication to financial and non-financial members	Monthly newsletter	Communications	1 <sup>st</sup> week of every monthly
	DSUAA Website	Communications	On-going
	Social Media	Communications	On-going
	Semi-Annual DSUAA Summary Report (by mail)	Communications	Semi-Annually (every 6 months)
	Update alumni dues paying website	Communications	End of July
		Communications	End of July
	Update DSUAA portion of Alumni DSU Website	Communications	End of July
	Update response when dues are paid	Communications	End of July
Provide National Calendar of events and activities	Share/Receive information with Alumni Affairs	Communications	On-going
	Create and consolidate list of events – Website	Communications	On-going
Create Community Outreach Program	Create and consolidate list of events – Newsletter	Communications	On-going
	Provide two community service related events each semester	Outreach	End of Semester
Engage and connect with faculty and staff	Spread awareness of membership and benefits	Membership	On-going
Engage minority alumni in the Alumni Association	Provide opportunities that relate to minorities	Membership	On-going
Ensure Wesley alumni are engaged upon completion of acquisition	Create affinity group focused on Wesley Alumni	Membership	On-going
	Engage Wesley Alumni in local chapters	Membership	On-going
Create Recent graduates Committee	Survey recent graduates for feedback	Recent Graduates	End of Q1
	Communicate “Free” membership to 2021	Membership/Communications	End of Q1
	Ensure recent graduates are considered in event discussion	Recent Graduates	On-going
	Provide at least 1 recent graduate specific event	Recent Graduates	On-going



Goal/Objective	Task	Responsible Committee	Due Date
Create Student Engagement Committee	Continue to utilize/promote DSUConnect	Student Engagement	On-going
	Provide at least 1 student engagement event each semester	Student Engagement	End of each Semester
	Share DSUAA info to DSU Student Newsletter	Student Engagement	On-going
	Include DSUAA "waiver" in student graduation application	Student Engagement	At least 3 months before graduation
Provide gifts based on Member Tier	Regular Annual Dues/Lifetime Payments/Lifetime completion	Membership Committee	On-going
	Purchase gifts for membership dues	Membership Committee	Before August
Provide DSUAA Swag for purchase (online) to rep alumni association	Purchase gifts to be sold to membership	Membership Committee	On-going
Provide at least 1 DSUAA sponsored event each quarter	Provide tiered pricing for financial versus non-financial alumni	ALL	On-going
Provide at least 1 opportunity each quarter, to attend a DSU sponsored event at a discount	Provide opportunities to attend sporting events, or other DSU organized events	Finance Committee & Membership Committee &	On-going
Provide financial support to local chapters	Provide line item specific to support chapter events/fundraisers	Membership Committee & Finance Committee	On-going
	Provide line item specific to support collaboration between chapters on events	Membership Committee & Finance Committee	On-going
	Provide line item in budget for assistance to new chapters	Membership Committee	On-going
Provide non-financial support to local chapters	Plan to attend at least one local chapter event each year	ALL	On-going



Goal/Objective	Task	Responsible Committee	Due Date
Provide at least one fundraiser each semester	Create at least one opportunity to receive income for DSUAA (via events or specific fundraising activity)	Fundraising Committee	On-going
Provide updates on financial status of Alumni Association	Provide monthly report to Executive Committee	Finance Committee	Monthly
	Provide quarterly report to Executive Board	Finance Committee	Quarterly
	Manage the budget of Alumni Association	Finance Committee	On-going
Provide annual Necrology Report	Provide Necrology report at the National Convention	Necrology Report	Quarterly
Ensure Alumni West of the Mississippi are engaged with DSUAA	Provide communication to engage and encourage involvement	Membership	On-going
	Charter/Reinstate at least one chapter West of the Mississippi	Membership	On-going
Ensure National Bylaws receive updates as needed	Provide recommendations for Bylaw changes	Bylaws	On-going
Provide guidance from a Regional level	Ensure local chapters are aware of information from National	Regional Council	On-going
	Ensure local chapter have opportunities to work together	Regional Council	On-going
Provide scholarships to students	Provide Legacy Scholarships to qualified applicants	Scholarship	On-going
	Provide Additional General Scholarships to Eligible Students	Scholarship	On-going

**Please contact us anytime at:**  
**[dsuaa@alumni.com](mailto:dsuaa@alumni.com)**

**Let's stay connected!**



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