OUR UPSTATE (TIER 2) STRATEGIC PLAN OVERVIEW: Health Professions Alumni Association

Tier 2 v.05.14.2019

HEALTH PROFESSIONS ALUMNI ASSOCIATION VISION

The Health Professions Alumni Association is the primary resource to connect, strengthen, cultivate, and nourish the College of Health Professions.

HEALTH PROFESSIONS
ALUMNI ASSOCIATION
MISSION

The mission of the Health Professions Alumni Association is to foster lifelong relationships to ensure financial support for the College and its mission to educate a continuous source of quality health care professionals.

HEALTH PROFESSIONS ALUMNI ASSOCIATION VALUES

- Integrity Engagement
- Tradition
- Service Generosity
- Inclusion
- Mentorship
- Stewardship

CHP STRATEGIES AND RESULTS

EXCELLENCE IN EDUCATION

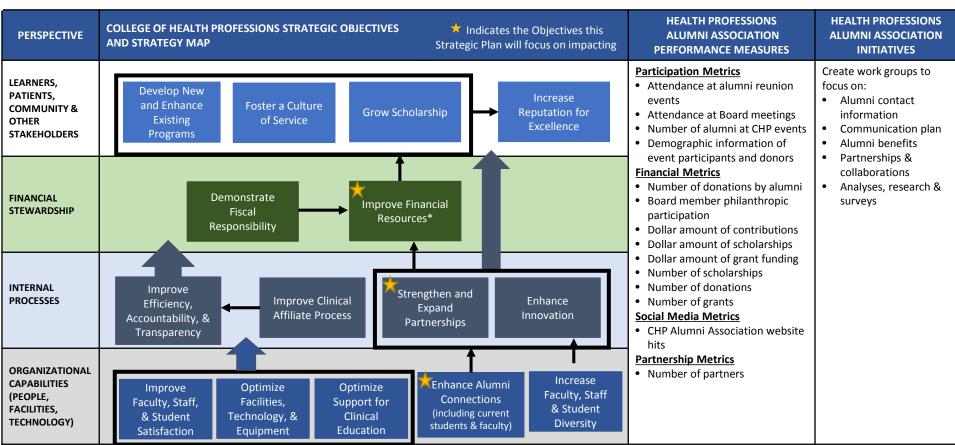
The College of Health Professions will be recognized as the academic institute of choice for healthcare professionals.

COMMUNITY AND PARTNERSHIPS

The College of Health Professions will develop and strengthen community partnerships to maximize education, scholarship, and service.

STRATEGIC GROWTH

The College of Health Professions identifies and implements fiscally responsible targeted growth to address changes in healthcare through education, scholarship, and service.



^{*} On College of Health Professions (CHP) Strategy Map, this Strategic Objective is titled "Improve Financial Performance"

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Objective Commentary for Health Professions Alumni Association Aligned Strategic Objectives

The Health Professions Alumni Association has aligned with the following three Strategic Objectives from the College of Health Professions Strategic Plan. These aligned Objectives have been selected for immediate focus based on need, importance, and activities currently underway.

PERSPECTIVE	CHP STRATEGIC OBJECTIVE	HEALTH PROFESSIONS ALUMNI ASSOCIATION DESCRIPTION	IHEALTH PROFESSIONS ALUMNI ASSOCIATION INTENDED RESULTS
FINANCIAL STEWARDSHIP	* On College of Health Professions (CHP) Strategy Map, this Strategic Objective is titled "Improve Financial Performance"	Cultivate contributed income to the Health Professions Alumni Association in order to increase financial support to the students, faculty, and programs of the College of Health Professions. Encourage contributions from new sources. Expand search for foundation and corporate grant money. Enhance stewardship of existing alumni donors.	 Increase number and dollar amount of scholarships awarded by the Health Professions Alumni Association Increase number and dollar amount of donations to the Health Professions Alumni Association Increase number and dollar amount of grant funding Maintain participation by current alumni donors
INTERNAL PROCESSES	Strengthen and Expand Partnerships	Cultivate internal and external partnerships (e.g. faculty, practitioners, hospitals, businesses) to support: • Fundraising • Clinical affiliations opportunities • Employment opportunities • Student recruitment Engage faculty as partners with the Health Professions Alumni Association. Engage with stakeholders (e.g. employers) that benefit from the education and skills alumni received from the College of Health Professions. Expand outreach to increase business community support of the Health Professions Alumni Association.	 Increase fundraising contributions Maintain regular communication with partners Develop marketing collateral for specific audiences Increase awareness of the quality of CHP graduates Develop connections to assist with opportunities for: Clinical affiliate placements for students Employment for graduates Increase participation by alumni at CHP recruitment events
ORGANIZATIONAL CAPABILITIES (PEOPLE, FACILITIES, TECHNOLOGY)	Enhance Alumni Connections (including current students and faculty)	Enhance connections among graduates and current students to foster a cohesive community with mutually beneficial results. Develop outreach strategies for the Health Professions Alumni Association to connect with graduates, current students and faculty of the CHP programs. Enhance alumni networking opportunities. Create value for alumni that is relevant to their professional path (e.g. practitioners vs. service/industry).	 Increase contributions to the Health Professions Alumni Association by graduates Enhance communications about the Health Professions Alumni Association and its benefits Increase number of alumni networking opportunities Develop and grow involvement with the Health Professions Alumni Association by graduates and students (i.e. at events, on the Board, as donors) Increase participation at reunion events for the College of Health Professions programs Enhance alumni involvement in the promotion of the College of Health Professions