

<b>HEALTH PROFESSIONS ALUMNI ASSOCIATION VISION</b>	The Health Professions Alumni Association is the primary resource to connect, strengthen, cultivate, and nourish the College of Health Professions.		
<b>HEALTH PROFESSIONS ALUMNI ASSOCIATION MISSION</b>	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.		
<b>HEALTH PROFESSIONS ALUMNI ASSOCIATION VALUES</b>	<ul style="list-style-type: none"> <li style="margin-right: 10px;">• Integrity</li> <li style="margin-right: 10px;">• Engagement</li> <li style="margin-right: 10px;">• Tradition</li> <li style="margin-right: 10px;">• Service</li> <li style="margin-right: 10px;">• Generosity</li> <li style="margin-right: 10px;">• Inclusion</li> <li style="margin-right: 10px;">• Mentorship</li> <li style="margin-right: 10px;">• Stewardship</li> </ul>		
<b>CHP STRATEGIES AND RESULTS</b>	<b>EXCELLENCE IN EDUCATION</b> The College of Health Professions will be recognized as the academic institute of choice for healthcare professionals.	<b>COMMUNITY AND PARTNERSHIPS</b> The College of Health Professions will develop and strengthen community partnerships to maximize education, scholarship, and service.	<b>STRATEGIC GROWTH</b> The College of Health Professions identifies and implements fiscally responsible targeted growth to address changes in healthcare through education, scholarship, and service.

PERSPECTIVE	COLLEGE OF HEALTH PROFESSIONS STRATEGIC OBJECTIVES AND STRATEGY MAP	HEALTH PROFESSIONS ALUMNI ASSOCIATION PERFORMANCE MEASURES	HEALTH PROFESSIONS ALUMNI ASSOCIATION INITIATIVES
LEARNERS, PATIENTS, COMMUNITY & OTHER STAKEHOLDERS	<div style="border: 2px solid black; padding: 5px;"> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="border: 1px solid black; padding: 5px; background-color: #4a7ebb; color: white; text-align: center;">Develop New and Enhance Existing Programs</div> <div style="border: 1px solid black; padding: 5px; background-color: #4a7ebb; color: white; text-align: center;">Foster a Culture of Service</div> <div style="border: 1px solid black; padding: 5px; background-color: #4a7ebb; color: white; text-align: center;">Grow Scholarship</div> </div> <div style="margin-left: 20px;"> <div style="border: 1px solid black; padding: 5px; background-color: #4a7ebb; color: white; text-align: center;">Increase Reputation for Excellence</div> </div> </div>	<p><b>Participation Metrics</b></p> <ul style="list-style-type: none"> <li>• Attendance at alumni reunion events</li> <li>• Attendance at Board meetings</li> <li>• Number of alumni at CHP events</li> <li>• Demographic information of event participants and donors</li> </ul> <p><b>Financial Metrics</b></p> <ul style="list-style-type: none"> <li>• Number of donations by alumni</li> <li>• Board member philanthropic participation</li> <li>• Dollar amount of contributions</li> <li>• Dollar amount of scholarships</li> <li>• Number of scholarships</li> <li>• Number of donations</li> <li>• Number of grants</li> </ul> <p><b>Social Media Metrics</b></p> <ul style="list-style-type: none"> <li>• CHP Alumni Association website hits</li> </ul> <p><b>Partnership Metrics</b></p> <ul style="list-style-type: none"> <li>• Number of partners</li> </ul>	Create work groups to focus on: <ul style="list-style-type: none"> <li>• Alumni contact information</li> <li>• Communication plan</li> <li>• Alumni benefits</li> <li>• Partnerships &amp; collaborations</li> <li>• Analyses, research &amp; surveys</li> </ul>
FINANCIAL STEWARDSHIP	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="border: 1px solid black; padding: 5px; background-color: #4a7ebb; color: white; text-align: center;">Demonstrate Fiscal Responsibility</div> <div style="border: 1px solid black; padding: 5px; background-color: #4a7ebb; color: white; text-align: center;">★ Improve Financial Resources*</div> </div>		
INTERNAL PROCESSES	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="border: 1px solid black; padding: 5px; background-color: #4a7ebb; color: white; text-align: center;">Improve Efficiency, Accountability, &amp; Transparency</div> <div style="border: 1px solid black; padding: 5px; background-color: #4a7ebb; color: white; text-align: center;">Improve Clinical Affiliate Process</div> <div style="border: 2px solid black; padding: 5px; background-color: #4a7ebb; color: white; text-align: center;">★ Strengthen and Expand Partnerships</div> <div style="border: 1px solid black; padding: 5px; background-color: #4a7ebb; color: white; text-align: center;">Enhance Innovation</div> </div>		
ORGANIZATIONAL CAPABILITIES (PEOPLE, FACILITIES, TECHNOLOGY)	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="border: 2px solid black; padding: 5px; background-color: #4a7ebb; color: white; text-align: center;">Improve Faculty, Staff, &amp; Student Satisfaction</div> <div style="border: 1px solid black; padding: 5px; background-color: #4a7ebb; color: white; text-align: center;">Optimize Facilities, Technology, &amp; Equipment</div> <div style="border: 1px solid black; padding: 5px; background-color: #4a7ebb; color: white; text-align: center;">Optimize Support for Clinical Education</div> <div style="border: 1px solid black; padding: 5px; background-color: #4a7ebb; color: white; text-align: center;">★ Enhance Alumni Connections (including current students &amp; faculty)</div> <div style="border: 1px solid black; padding: 5px; background-color: #4a7ebb; color: white; text-align: center;">Increase Faculty, Staff &amp; Student Diversity</div> </div>		

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

**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
<p><b>FINANCIAL STEWARDSHIP</b></p>	<p><b>Improve Financial Resources*</b></p> <p>* On College of Health Professions (CHP) Strategy Map, this Strategic Objective is titled "Improve Financial Performance"</p>	<p>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.</p> <p>Encourage contributions from new sources.</p> <p>Expand search for foundation and corporate grant money.</p> <p>Enhance stewardship of existing alumni donors.</p>	<ol style="list-style-type: none"> <li>1. Increase number and dollar amount of scholarships awarded by the Health Professions Alumni Association</li> <li>2. Increase number and dollar amount of donations to the Health Professions Alumni Association</li> <li>3. Increase number and dollar amount of grant funding</li> <li>4. Maintain participation by current alumni donors</li> </ol>
<p><b>INTERNAL PROCESSES</b></p>	<p><b>Strengthen and Expand Partnerships</b></p>	<p>Cultivate internal and external partnerships (e.g. faculty, practitioners, hospitals, businesses) to support:</p> <ul style="list-style-type: none"> <li>• Fundraising</li> <li>• Clinical affiliations opportunities</li> <li>• Employment opportunities</li> <li>• Student recruitment</li> </ul> <p>Engage faculty as partners with the Health Professions Alumni Association.</p> <p>Engage with stakeholders (e.g. employers) that benefit from the education and skills alumni received from the College of Health Professions.</p> <p>Expand outreach to increase business community support of the Health Professions Alumni Association.</p>	<ol style="list-style-type: none"> <li>1. Increase fundraising contributions</li> <li>2. Maintain regular communication with partners</li> <li>3. Develop marketing collateral for specific audiences</li> <li>4. Increase awareness of the quality of CHP graduates</li> <li>5. Develop connections to assist with opportunities for: <ul style="list-style-type: none"> <li>• Clinical affiliate placements for students</li> <li>• Employment for graduates</li> </ul> </li> <li>6. Increase participation by alumni at CHP recruitment events</li> </ol>
<p><b>ORGANIZATIONAL CAPABILITIES (PEOPLE, FACILITIES, TECHNOLOGY)</b></p>	<p><b>Enhance Alumni Connections (including current students and faculty)</b></p>	<p>Enhance connections among graduates and current students to foster a cohesive community with mutually beneficial results.</p> <p>Develop outreach strategies for the Health Professions Alumni Association to connect with graduates, current students and faculty of the CHP programs.</p> <p>Enhance alumni networking opportunities.</p> <p>Create value for alumni that is relevant to their professional path (e.g. practitioners vs. service/industry).</p>	<ol style="list-style-type: none"> <li>1. Increase contributions to the Health Professions Alumni Association by graduates</li> <li>2. Enhance communications about the Health Professions Alumni Association and its benefits</li> <li>3. Increase number of alumni networking opportunities</li> <li>4. Develop and grow involvement with the Health Professions Alumni Association by graduates and students (i.e. at events, on the Board, as donors)</li> <li>5. Increase participation at reunion events for the College of Health Professions programs</li> <li>6. Enhance alumni involvement in the promotion of the College of Health Professions</li> </ol>