

The Architecture and Design Chapter of the Alumni Association of Lawrence Technological University Strategic Plan

MISSION

The Lawrence Tech Alumni Association sustains a lifelong bond with alumni by promoting the University's commitment to innovate, transform, and lead through technical achievement, entrepreneurship, and professional excellence.

PRIMARY GOALS

Pride in Lawrence Tech College of Architecture and Design

Dynamic and Relevant Organization

Culture of Service and Philanthropy

Effective Outreach and Communication

STRATEGIES

Promote the Uniqueness of the Lawrence Tech C.O.A.D. community

Celebrate alumni and faculty achievements

Promote brand for C.O.A.D.

Create local/national/international awareness

Understand the profile of alumni and respond to their interests and needs

Recruit strong and diverse volunteer leadership

Promote signature projects and programs of C.O.A.D.

Sponsor programs to support alumni career development

Establish and maintain fiscal stability

Increase alumni volunteer involvement

Raise ADC AA LTU stature and visibility

Capitalize on technology

Create opportunities to reconnect alumni

The Architecture and Design Chapter of the Alumni Association of Lawrence Technological University Strategic Tactical Plan

1. Goal: Pride in Lawrence Tech

- A. Develop a welcome mailer to incoming and graduating students from ADC AA LTU
- B. Compile a history of alumni achievements to be displayed on line and in the C.O.A.D.
- C. Assist C.O.A.D. with developing a publication of Alumni work
- D. Develop a more dynamic Distinguished Architectural Alumni Award Program

2. Goal: Dynamic & Relevant Organization

- A. Utilize social networks (e.g. Facebook, Linked In)
- B. Conduct a survey of alumni/students (possibly in LTU Magazine)
- C. Define volunteer opportunities and create job descriptions
- D. Respond to various alumni generations with appropriate programming
- E. Support accessible continuing education training
- F. Recruit ADC AA LTU cabinet member/committee volunteers

3. Goal: Culture of Service & Philanthropy

- A. Meet with student groups to build partnerships
- B. Use various communication means to promote signature events
- C. Create new ADC AA LTU advisory committees
- D. Promote REACH
- E. Create mentoring opportunities
- F. Establish a jury pool
- G. Establish endowment for Architecture Alumni Fellowship Award in Honor of Earl Pellerin
- H. Collaborate with Affleck House Groups
- I. Develop scholarship fundraising event (e.g. construction equipment)

4. Goal: Effective Outreach & Communication

- A. Provide an ADC AA LTU staffed table at University events
- B. Develop standard ADC AA LTU information package for use at events
- C. Launch social networking sites
- D. Develop an event around the Degree Transition Program/Homecoming/Reunion
- E. Enhance ADC AA LTU page on LTU Website

The Architecture and Design Chapter of the Alumni Association of Lawrence Technological University Committees

The following committees have been established as a result of the strategic planning process the ADC AA LTU Cabinet has undergone during the past few months. The ADC AA LTU is rolling out our new mission, goals, and strategies and the work of the committees will be to accomplish the tactics that support the mission, etc. The tactics listed below each committee are the actual “to do” items and each committee will decide how many of the tactics to attempt this year. If you are interested in becoming involved in these committees, please contact Mary Randazzo at 248-204-2309 or mrandazzo@ltu.edu.

Affinity Committee

Build relationships with various affinity alumni & student groups of LTU.

Tactics

1. Promote REACH
2. Meet with student groups to build partnerships
3. Collaborate with Affleck House Groups

Communications Committee

Identify various communications means to connect with ADC AA LTU constituencies, in conjunction with staff of University Advancement.

Tactics

1. Develop a welcome mailer to incoming/graduating students from ADC AA LTU
2. Use various communication means to promote signature events
3. Conduct a survey of alumni/students (possibly in LTU Magazine)

Facilitation Committee

It would appear as if we need to create another committee for tactics such as those listed below.

Tactics

1. Create mentoring opportunities
2. Establish a jury pool

History Committee

Work on the history of the association, accomplishments of alumni and faculty.

Tactics

1. Compile a history of alumni achievements to be displayed on line and in the C.O.A.D.
2. Assist C.O.A.D. with developing a publication of Alumni work

Organization/Promotions Committee

Create advertising and marketing opportunities in conjunction with LTU marketing dept.

Tactics

1. Create new ADC AA LTU advisory committees
2. Define volunteer opportunities and create job descriptions
3. Recruit ADC AA LTU cabinet member/committee volunteers
4. Develop standard ADC AA LTU information package for use at events
5. Provide an ADC AA LTU staffed table at University events

The Architecture and Design Chapter of the Alumni Association of Lawrence Technological University Committees

Programs Committee

Work with University Advancement to create programs to engage alumni, including existing awards programs.

Tactics

1. Establish endowment for Architecture Alumni Fellowship Award in Honor of Earl Pellerin
2. Develop a more dynamic Distinguished Architectural Alumni Award Program
3. Respond to various alumni generations with appropriate programming
4. Support accessible continuing education training
5. Develop an event around the Degree Transition Program/Homecoming/Reunion
6. Develop scholarship fundraising event (e.g. construction equipment)

Technology Committee

Work with LTU technology departments to accomplish some of the tactics discussed.

Tactics

1. Launch social networking sites
2. Utilize social networks (e.g. Facebook, Linked In)
3. Enhance ADC AA LTU page on LTU Website