



University of King's College Alumni Association Strategic Plan

In 2013, the association's executive established and endorsed four strategic priorities:

- keeping King's relevant;
- strengthening the Alumni Association;
- engaging our young alumni; and
- engaging and supporting our current students.

With these priorities in mind, the association agreed to four strategic goals:

- to provide high-quality programs that strengthen ongoing links among alumni and promote life-long relationships between the university and its alumni;
- to foster pride and participation in the Alumni Association and the university;
- to cultivate the participation of young alumni; and
- to increase the level of student engagement in current and new alumni programs.

These goals provide clear priorities for the work of the association and its executive. They provide a filter through which to guide, track and measure the work and success of the Alumni Association.