


Alumni Engagement

PLANID: 1151

Academic Quality

1. Innovative, Quality Programs for Academic Excellence


1.1 Inspire alumni and community members to promote York as a place to study, work and donate

Action/Strategy	Measurable/Milestone	Status
1.1.1 Engage alumni and community members via Scholar's Hub events; spotlight and engage local alumni; partner with Innovation York on events	1.1.1.1 Number of net new alumni engaged; engagement of influential local alumni Improvement of net promoter score over time	 On Track

Academic Quality

2. Advancing Exploration, Innovation and Achievement in Scholarship, Research and


2.1 Encourage alumni to participate in enhancing our academic excellence

Action/Strategy	Measurable/Milestone	Status
2.1.1 In partnership with EE team, identify and assist in recruiting alumni employers as EE participants.	2.1.1.1 Number of alumni engaged as employers and EE participants; number of net new alumni engaged	 On Track

Student Success

4. A Student-Centred Approach


4.1 Bring alumni and students together to allow students to benefit from the wisdom, talent and experience of alumni and encourage alumni to participate in improving the quality of the York student experience

Action/Strategy	Measurable/Milestone	Status
4.1.1 Offer a variety of mentorship opportunities; short and long-term, in-person and virtual Leverage existing and new alumni networks to increase mentorship opportunities Engage alumni, particularly internationally, in student recruitment Launch "seed funding" to encourage students to involve alumni in their activities	4.1.1.1 Number of alumni mentors Number of new networks and network volunteers Number of alumni engaged in recruitment Number of net new alumni engaged	 On Track

Engagement and Outreach

6. Enhanced Community Engagement


6.5 Collaborate with Development to increase philanthropic giving to York

Action/Strategy	Measurable/Milestone	Status
6.5.1 Leverage alumni engagement opportunities to identify, cultivate and steward prospects and donors Feed the donor pipeline by proactively making referrals to Development team Working with Development And Services teams, improve data and communications for mutual benefit	6.5.1.2 Number of referrals Number of new alumni donors	 On Track


Alumni Engagement

PLANID: 1151


**6.6 Deepen Alumni Engagement to advance priorities 1. Increased alumni engagement including participation in activities and programs focused on recruitment, retention, mentoring, experiential education, entrepreneurship and other strategic priorities.**

Action/Strategy	Measurable/Milestone	Status
Leverage existing and new alumni networks to expand alumni engagement via interest-based groups Create a suite of services and resources for networks, faculties, colleges and other academic units to engage their alumni in a targeted manner	Number of net new alumni engaged; engagement of X number of influential local alumni Improvement of net promoter score over time	 On Track

**6.6.2 Enhance community engagement and support for York. Inspire alumni and community members to promote York as a place to study, work and donate**


Action/Strategy	Measurable/Milestone	Status
6.6.2.1 Engage alumni in key regions (New York, London, Hong Kong) via York-led and volunteer-led events and targeted communications.	6.6.2.2 New regional activities, participants and volunteers Improvement of net promoter score over time	 On Track

**6.6.3 Intentionally and thoughtfully communicate York's brand promise to encourage alumni to become net promoters of York. Inspire alumni and community members to promote York as a place to study, work and donate**


Action/Strategy	Measurable/Milestone	Status
6.6.3.1 Engage alumni and community members via Scholar's Hub events, spotlight and engage local alumni, partner with Innovation York on events	6.6.3.2 Number of net new alumni engaged; engagement of X number of influential local alumni Improvement of net promoter score over time	 On Track

**Enabling the Plan  
7. Enabling the Plan**

**7.1 Build sustainable affinity revenue**

Action/Strategy	Measurable/Milestone	Status
7.1.1 Refresh marketing and promotional plans, actively promote educational travel program, explore new affinity partnerships	7.1.1.1 Increase affinity revenue by X amount.	 On Track


**7.1 Launch a data capture campaign**

Action/Strategy	Measurable/Milestone	Status
7.1.1 Data consolidation with faculties, colleges and other units, develop and market alumni valuable and meaningful reasons to stay in touch	7.1.1.1 Improvement in contactability of X percent	 On Track

Alumni Engagement

PLANID: 1151

7.2 Harness/encourage alumni input and feedback to support continuous innovation

Action/Strategy	Measurable/Milestone	Status
7.2.1 Support academic units in surveying their alumni by facilitating records management and email communications	7.2.2 Number of surveys sent, number of responses, number of net new alumni engaged	 On Track

