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

Strategy/Action	Measure/Milestone		
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 related Creative

2.1 Encourage alumni to participate in enhancing our academic excellence

Strategy/Action	Measure/Milestone		
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	🟡	Progressing

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

Strategy/Action	Measure/Milestone

Strategy/Action	Measure/Milestone		
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

6.6.2 Enhance community engagement and support for York.

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

Strategy/Action	Measure/Milestone		
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
6.6.3.1 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
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
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	🟡	Progressing
Create a comprehensive multi-pronged plan to engage Young Alumni (under 35 years old) which includes events, programs and communications to be rolled out over 24 months.	Number of net new young alumni engaged; number of young alumni volunteers, improvement of net promoter score over time.	🟡	Progressing

7.1 Build sustainable affinity revenue

Strategy/Action	Measure/Milestone		
7.1.1 Refresh marketing and promotional plans, actively promote educational travel program, explore new affinity and discount partnerships	7.1.1.1 Increase affinity revenue by 5%.	🟢	On Track
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 5% annually for 5 years.	🟡	Progressing
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