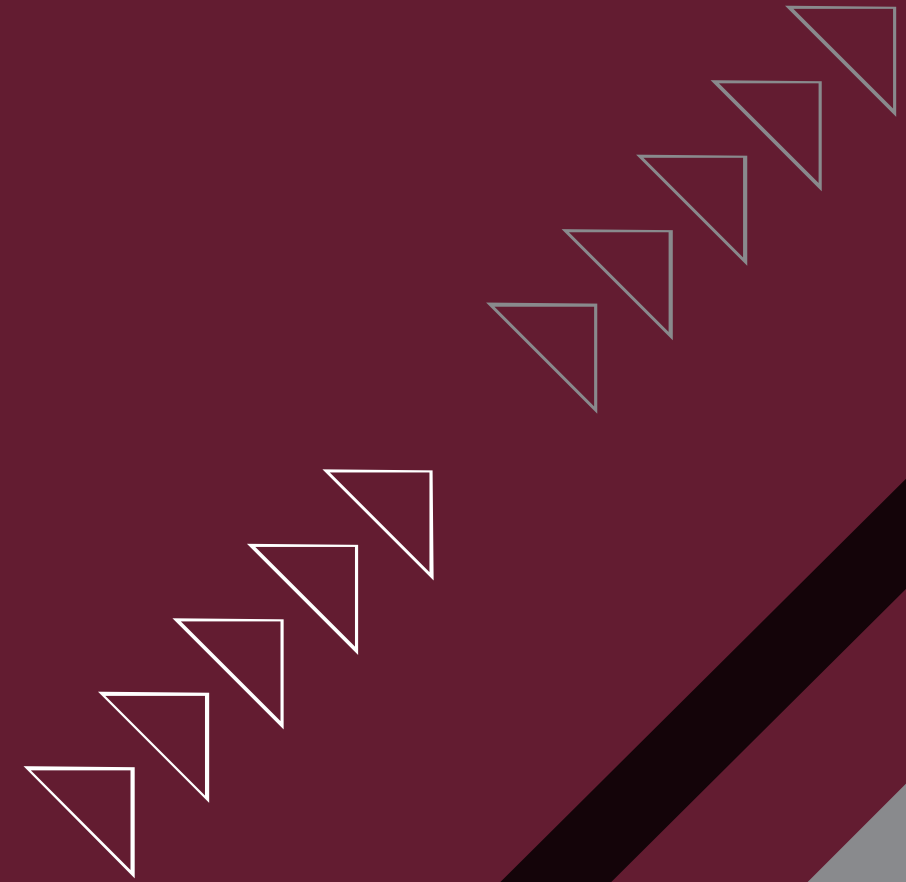
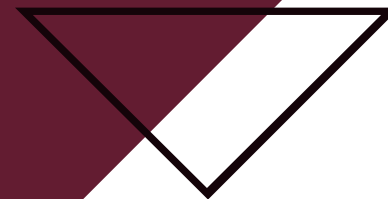


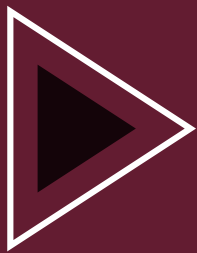
UNIVERSITY OF MARYLAND EASTERN SHORE SOUTHERN MARYLAND ALUMNI CHAPTER, INC.



STRATEGIC PLAN

2024-2029

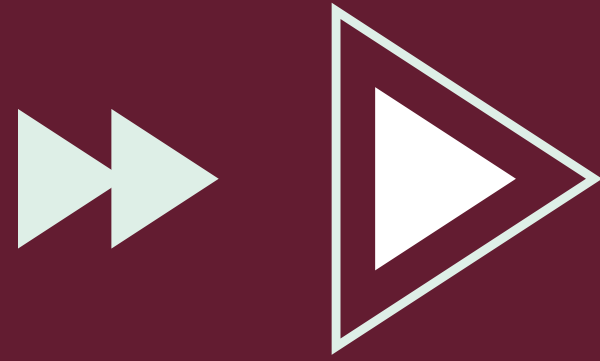




BRIEF INTRODUCTION

On August 26, 2023, the University of Maryland Eastern Shore National Alumni Association held an executive leadership retreat in Baltimore, Maryland. During the retreat, executive board members of local alumni chapters were asked to assist the Board of Directors with creating a plan that would charter a path for strategic sustainability. Our chapter's planning began once our parent body, UMES NAA, approved their strategic plan.





MISSION & VISION

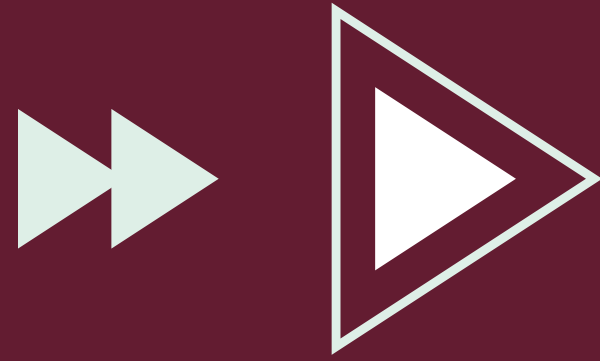
Mission Statement:

To promote the mission of University of Maryland Eastern Shore and the University of Maryland Eastern Shore National Alumni Association through alumni engagement, student support and philanthropy.

Vision Statement:

To create a legacy of advocacy, leadership, reciprocity, and sustainability.





ACCOUNTABILITY

The actions we take have an impact on alumni, students, UMES, UMES NAA and the community and therefore, we strive to always implement the highest standards and ethics.

SHARED LEADERSHIP

We strive to foster a more collaborative and supportive environment.



EMPATHY

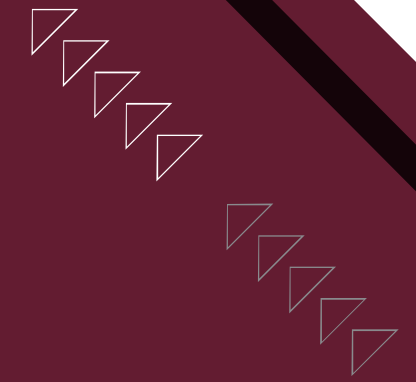
We strive to understand the perspectives of all alumni, students, and UMES staff.

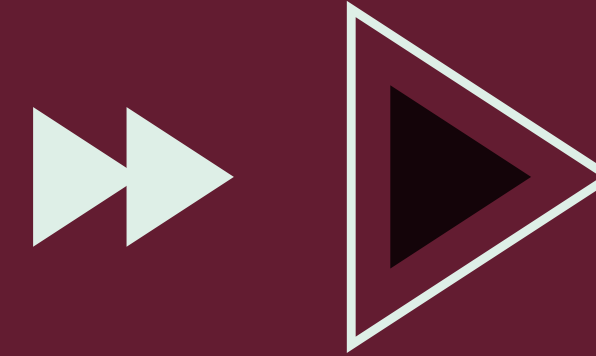
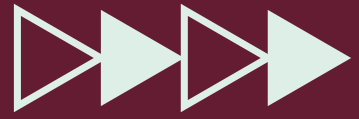
INCLUSION

We are committed to engaging a broad and diverse group of alumni to join our chapter.

RESILIENCE

We are committed to increasing UMES enrollment of students residing in Southern Maryland.





SWOT ANALYSIS

STRENGTH

Strengths include trusted reputation, strong volunteer network, increased revenue and sustainability.

S

OPPORTUNITIES

Opportunities include local partnerships and increased engagement with local high school students.

O

W

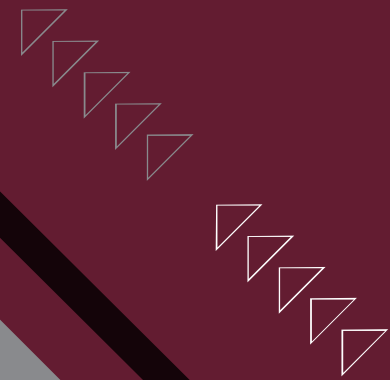
WEAKNESS

Weaknesses include the structure of our organization to receive nontraditional funding sources.

T

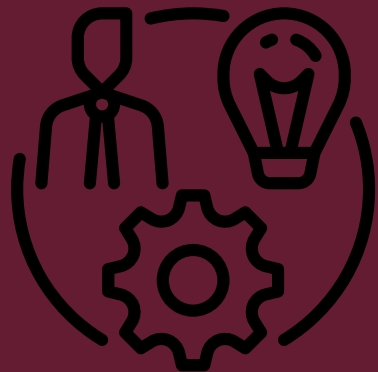
THREAT

Threats include lack of consistent sponsorships and grants as well as lack of significant membership growth.



STRATEGIC PLAN TARGET AND GOALS

01



BOARD DEVELOPMENT

To run daily operations in accordance with best practices for nonprofit organizations.

02



REVENUE EFFICIENCY

To run a profitable operation, by increasing revenue while limiting expenses and increasing revenue streams.

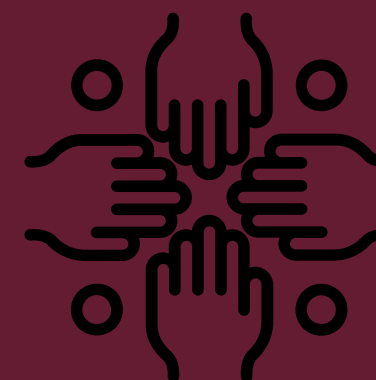
03



MEMBERSHIP GROWTH

To increase membership by 20 percent yearly.

04



COMMUNITY OUTREACH

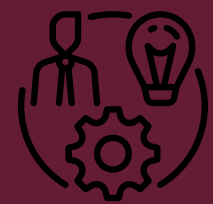
To show more of a presence in the community to include high schools in Southern Maryland.

STRATEGIC PLAN TARGET AND GOALS

OBJECTIVES

MEASURE OF SUCCESS

ACTION PLAN



BOARD DEVELOPMENT
(PRESIDENT)

1. Provide resources for executive board of directors to enable them to improve their performance and effectiveness.

1. Evaluate board member performance and output on a quarterly basis.

1. Host annual executive board leadership retreats.
2. Utilize Maryland Nonprofits or the like for resources and virtual trainings.
3. Attend UMES NAA annual executive board leadership retreats.



REVENUE EFFICIENCY
(1ST VICE PRESIDENT)

1. Improve fundraising Return on Investment.
2. Improve donor retention.
3. Increase grant, sponsorship, and partnership efforts.

1. Annual evaluation of streams of revenue during the audit.

1. Evaluate each fundraiser to create an expense ratio of \$35.00 or less.
2. Implement donor appreciation efforts.
3. Apply for more grants and sponsorships that align with our operating, membership and community outreach initiatives.

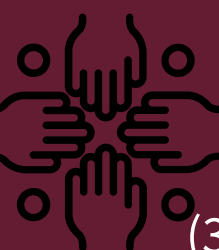


MEMBERSHIP GROWTH
(2ND VICE PRESIDENT)

1. Create innovative ways to maintain a diverse membership that focuses on attaining, retaining, and reclaiming members.

1. A compare and contrast of membership initiatives, targeted messaging, and technology and its impact.

1. Incorporate a membership effort for every initiative that the chapter offers.
2. Place a telephone call to alumni that may not be present on social media and other technology to engage them.
3. Focus membership drives in each Southern Maryland county.



COMMUNITY OUTREACH
(3RD VICE PRESIDENT)

1. Establish community partners.
2. Increase student scholarship awards.
3. Identify focus areas of outreach and engagement.

1. Assess the quality of outreach and engagement through process, impact and context surveys/evaluations.

1. Utilize partnerships to increase the strength and span of outreach initiatives.
2. Define our engagement community, identify community resources and assets.
3. Maintain at least 5 alumni recruiters within the chapter.