

DAA Strategic Plan 2011- 2015
Proposed Overarching Goals
Draft – March 2009

1. Provide programs, service, support, and communications to evolving and shifting alumni constituencies.
2. Attain a better understanding of the demographic makeup of Duke's alumni base in order to serve all segments.
3. Foster high quality, distinctive educational and service opportunities that benefit alumni and strengthen ties to the university and its faculty on campus, in local communities, and virtually.
4. Make alumni-student connections a cornerstone of the DAA.
5. Enhance a mature and thriving volunteer program that recognizes, stewards, and rewards volunteers.
6. Communicate a clear, consistent, and distinctive Duke message that is aligned with the university's goals and values.
7. Create and energize alumni connections through new uses of technology.
8. Develop resources and funding sources to meet strategic goals.

Possible Strategic Planning Task Force Ideas:

- Membership in the DAA is?
- Engaging alumni at home – A regional approach
- Promoting the DAA