



**Maine Maritime Academy Alumni Association
Strategic Plan
August 2015**

Mission Statement:

Support the goals of Maine Maritime Academy while maximizing the participation of ALL Alumni.

Vision Statement:

A fully engaged Alumni Association will assure the reputation of excellence for MMA.

Strategic Goal #1: Financial Support

The Association will provide key financial support to Maine Maritime Academy by promoting Academy fund raising efforts and assisting in developing new lines of funding.

Targeted Objectives:

1. Explore affinity programs
2. Develop opportunities to generate revenue from function
3. Promote planned giving
4. Promote seeking matching donations
5. Encourage Alumni Chapter to provide scholarships
6. Educate Alumni of Academy's financial needs
7. Be a cheer leading organization for routine fund raising supporting Academy efforts on social media, chapter meetings and other venues
8. If not identified within the Strategic Goal, establish a target % of alumni giving across all lines (Strategic Planning Committee suggested simply stating that the Association would work to make reach and maintain MMA Alumni giving in the top 10% or 20% of public institutions. Currently Alabama is the highest public school on record at 28%)

Strategic Goal #2: Effective Communications

The Association will provide effective communications to the Alumni and other interested groups; keeping them informed of Academy needs and challenges thereby allowing Alumni to better interconnect and build support for one another and Maine Maritime Academy

Targeted objectives:

1. Improve or establish a presence on Social Media including the following
 - a. Facebook
 - b. LinkedIn
 - c. Twitter
 - d. Other social media venues
2. Webinars
3. Monthly e-mails or "e-zines" (in months that the Mariner is not published)
4. Develop a blog
5. Assisting MMA in contact database update
6. Streamline Alumni Contact information
7. Review MARINER for alumni centric content



Strategic Goal #3: Maximize Alumni Participation

Maximizing Alumni participation in social as well as professional opportunities will build a stronger network for our graduates and the Academy.

1. Ensure all degrees are included
2. Targeted outreach to underrepresented grads
3. Develop outside events: e.g. Alumni day at the Sea dogs, Boston Bruins etc.
4. Explore cross chapter events or create a virtual chapter
5. Promote non-chapter events
6. Promote class events
7. Identify movers and shakers (we had over 170 respondents to the survey monkey who said they would volunteer time)
8. Publish benefits of participation
9. Create opportunities for volunteering
 - a. Alumni mentoring
 - b. Recruiting
 - c. Expand Board committees to non-board members
 - d. Speak at seminars, be a guest lecturer (at MMA)
 - e. Assist at job fairs
 - f. More actively promote Homecoming and other events
 - g. Volunteers for Homecoming & other events

Strategic Goal #4: Work with Other Entities

Working with outside entities will elevate the profile of Maine Maritime Academy and its Alumni ensuring greater opportunities for both.

1. MARAD
2. Other schools generally (with similar majors)
3. Other Maritime Academies
4. Class Societies
5. Industry (corporations)
6. State & Federal Governments
7. Program Specific (e.g. Darling Center, NOAA)
8. Professional organizations (e.g. SNAME)
9. State Maritime Academy Alumni Associations
10. Work with PR and Alumni Affairs to develop key issues