

WMAA SUPPORT TO W&M STRATEGIC PLAN

February 4, 2011

William & Mary Alumni Association

WMAA Support of Strategic Plan

- **Alumni Association's Strategic Goals 2010-2013**
 - Improve the quality, scope, depth and sustainability of the Alumni Association's relationships with its alumni, individually and collectively.
 - Help integrate and conform the efforts of all the College's activities that bear on the relationship with alumni to achieve the improved lifelong relationships desired.
 - Identify ways in which the Alumni Association can organize and use its resources to effectively and efficiently facilitate the support and achievement of its stated goals.

WMAA Support of Strategic Plan

- **Challenge 3 - Develop an ever more engaging campus experience that inspires a lifelong commitment to W&M.**

Goal 1: Forge lifelong relationships with W&M.

- Alumni Admission Weekend
- Outreach to legacy applicants
- Annual Student Programs for FR, SO, JR & SR classes
- Legacy Brunch
- Dinner with 12 Strangers
- Life after Dog Street (LADS)
- Alumni Induction Ceremony
- Young Guard Weekend
- Chapter support of campaign and Career networking