INVOLVE
INSPIRE
CONNECT
PROVIDE
CREATE
In 2012, the Portland State University Alumni Association and the PSU Foundation conducted an alumni survey to better understand our alumni and how we could better serve and represent them. Nearly 3,000 alums responded, and the results provided rich and comprehensive insights that informed our efforts in creating a three-year strategic plan for academic years 2012–13 through 2014–2015.

The initial strategic plan focused on five areas: students, networks, community, benefits and services and communications. We restructured the focus of the PSU Alumni Association and its dedicated Board of Directors to better serve alumni. The changes helped us align resources and provide accountability toward measurable outcomes — we were able to evaluate our strengths and address our weaknesses better than ever before.

With our growth and success over the past three years, the PSU Alumni Association remains dedicated to creating meaningful, lifelong relationships with our alumni and align our efforts with their needs. In addition, Portland State University’s five-year vision outlined in their 2016–2020 plan ‘Let knowledge serve the city,’ informed further the focus for us over the next few years.

I am pleased to present our new strategic plan, for academic years 2015–16 to 2017–18. The five goals presented expand on areas of success and take a more global view of our alumni and institution. We want to extend the influence and reach of Portland State University across the globe, while simultaneously focusing efforts in solidifying it as an anchor institution for the region.

PSU alumni are passionate and dedicated. They are changing Portland, Oregon, and the world. By creating strong networks, fostering pride in PSU, and connecting current students with the successes of our graduates, the Alumni Association can grow as a valuable resource for the PSU community and encourage a lifelong commitment to Portland State University.

Tom Bull
Executive Director
Portland State University Alumni Association
A SOCIAL NETWORK

3,500
Since 2012 our Facebook followers increased by 1000 annually.

915
Twitter is the fastest growing social media account for the PSU Alumni Association.

890
Our official LinkedIn group was created to build a strong alumni network for career and professional development.

TOTAL ALUMNI: 165,000+

99,665 reside in the Portland metro area

A GLOBAL NETWORK

- Seattle, WA
- Denver
- Washington D.C.
- The Bay Area
- New York City
- Chicago, IL
- Hawaii
- Southern California
- Phoenix, AZ
- Korea
- Japan
- India
- Germany
- Taiwan
- Vietnam

These networks were created in areas where a high concentration of PSU alumni live and work, keeping them connected to PSU and each other through events and activities organized by network volunteers.

A GIVING NETWORK

Since the implementation of the first strategic plan, gifts to PSU from alumni have increased by more than $10 million.

ALUMNI GIFTS TO PSU

The Annual Student Etiquette Dinner is hosted by the PSU Alumni Association and connects current students with alumni table hosts for a light-hearted night of networking, business etiquette and delicious food.
According to the 92,689 listings on LinkedIn of people with a degree from Portland State University, the majority of our alumni remain in the Portland area and work for the largest employers in the region in both the private and public sectors.

The PSU Alumni Association hosts many career and networking events throughout the year as well as educational and social gatherings, with the aim to connect alumni back to PSU. The PSU Advocates also lobby at the State Capitol on behalf of PSU and higher education in Oregon.

In 2012 PSU introduced ‘Portland State of Mind,’ a ten-day celebration that includes a homecoming football game and tailgate, alumni reunions, and other events designed to open the doors of campus our alumni and the community. In 2014, participation was 15,200 and increased to 22,800 in 2015.
Creating alumni networks, connecting to more alumni through social media, gaining a better understanding of alumni demographics and increasing activities for Portland area alumni lead to an outpouring of support for Portland State University, as indicated in the rapid growth of alumni contributions.

Building off this success, the Portland State University Alumni Association strategic plan for 2016-2018 identifies five key priority areas for the Association to grow and develop its programs and communications to actively engage alumni, students and the community with Portland State University.

The plan was informed by the results of the 2012 alumni survey and by continued conversations with alumni. It was composed with leadership from the Portland State Alumni Association Board, with input from senior university leaders, the PSU Foundation, and the Office of Alumni Relations staff.
GOAL 1
Involve current students with the Alumni Association

The PSU Alumni Association will encourage current students to participate and engage with the activities of the Association, helping to champion a lifelong relationship with the University.

The Alumni Association’s increased presence and involvement among current students enhances both the student and alumni experience. Building off the success of our current student programs which engage more than 4500 students in 25 activities each year, including new annual traditions such as the “100 Day Countdown to Graduation” celebration and the Student Etiquette Dinner, we aim to increase our communication and engagement among diverse and underrepresented students and implement more ways for all students to build relationships with our alumni and participate in the activities and benefits of the Alumni Association.

STRATEGIES

1. Cultivate current students to become future active alumni and ambassadors for the University and community
2. Enhance programming on campus directed at celebrating the vibrancy, diversity and success of Portland State students
3. Connect current students to alumni and community partners that will enhance their career and professional growth
4. Evaluate and improve communication channels for reaching current students
GOAL 2
Inspire pride and engagement through relevant communications

The PSU Alumni Association will utilize effective communication channels to demonstrate its value, strengthen engagement and foster transparency with alumni, the University, and the community.

In our 2012 survey, we learned that nearly 40 percent of alumni felt they were only contacted by PSU when being solicited for a donation. We want to change that. Over the past three years, we revised our e-news strategy to include more updates about benefits, events and services offered to alumni. As a result, our e-news open rates increased and website visits to pdx.edu/alumni increased by 54 percent. We want to build on this momentum by evaluating and strengthening the most effective communication channels so that we can share stories of how Portland State students and alumni are improving our communities through research, innovation, and service.

STRATEGIES

1. Implement a cohesive identity in all print and web communications to improve brand recognition and inspire trust and authenticity

2. Develop and coordinate campaign messaging strategy to keep alumni informed on the progress of the Portland State University Foundation’s fundraising efforts

3. Evaluate engagement on Association’s social media pages and develop plan for raising followers on top platforms

4. Audit accuracy of alumni records and develop a user-friendly system for alumni to update their own contact information
GOAL 3
Connect alumni and build networks around the globe

The PSU Alumni Association will inspire pride and engagement by creating opportunities for alumni to globally connect with each other and the University.

The PSU Alumni Association serves more than 165,000 alumni around the globe; however, nearly 100,000 alumni continue to live in the Portland metropolitan area. Engaging the high proportion of graduates that continue to live in the region had historically been the focus of the Alumni Association, but over the past few years, we expanded networks to eight new national and international cities. As our alumni continue to move beyond the region, the Alumni Association will continue to evolve and provide support and meaningful opportunities for alumni to connect with the University and with each other.

STRATEGIES
1. Increase number of alumni network volunteers who will host events or serve as University advocates in their regions

2. Develop strategy to create corporate alumni networks

3. Create new global alumni chapters in key international areas

4. Collaborate with academic leadership to identify faculty to participate in regional events when they travel for teaching and research
GOAL 4
Provide enhanced services and benefits to alumni

The PSU Alumni Association will identify new partnerships and build meaningful benefits and services that align with the needs of alumni.

Developing a lifelong relationship with alumni means providing the benefits and services they need throughout the stages of their life. With the rising cost of education, it’s more important than ever that Portland State deliver on the promise of an excellent education and continued professional support after graduation. As we learned from our 2012 survey, alumni are interested in attending events with an academic or career-related focus. In addition to growing our capacity to offer new career workshops in the region, we are dedicated to adapting our alumni benefits and services to support the evolving needs of our alumni.

STRATEGIES

1. Review and evaluate all current benefits and services provided to alumni and identify areas for improvement or change

2. Form strategic partnerships with career programs across campus and identify opportunities to increase alumni participation

3. Develop a consistent process for collecting information from alumni attending University events, including a standardized evaluation form

4. Research opportunities for developing an Alumni Association credit program
GOAL 5
Create efficient and sustainable infrastructure

Long-term success and sustainability of the PSU Alumni Association is achieved by investing in the professional growth of its staff and Board and strengthening its financial independence.

In 2013, the Office of Alumni Relations re-aligned its staff and the Alumni Association Board to more effectively represent and support our growing alumni base. We focused on five primary themes: communication with alumni; our connection with current students; regional networks, efforts to engage alumni with the PSU campus; and benefits and services offered to alumni. There has been increased alumni engagement since implementing these changes, but now we must focus on our ability to grow and sustain this success into the future. We will identify more efficient ways to generate revenue to support, build programming, invest in the professional development of staff, and align Board members and volunteers around shared values and goals.

STRATEGIES

1. Increase revenue and income of the Alumni Association

2. Invest in professional advancement of Alumni Relations staff

3. Provide adequate training for the Alumni Association Board of Directors and Student Commissioners, and ensure that Board reflects the diversity of interests and experiences of alumni base

4. Develop an exit interview process for outgoing Board members to utilize feedback and improve Board operations
PSU ALUMNI ASSOCIATION BOARD OF DIRECTORS

Ron Adams ‘60
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David Audley ‘97
Theresa Bell ‘11
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Matthew Johnson ‘02 Speech Communication, ‘07 MURP, CRG ‘06 Real Estate Development
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Amanda Lamb ‘10 MPA
Janene Larson ‘96 Speech Communications
Bill Lemman ‘48 Vanport, ‘04 HD
Kelsey Miller ‘12 MBA
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Kati Reardon ‘01 International Studies: African
Kirk Sidley ‘72 Political Science
Trudy Toliver ‘84 Geography, CER Urban Studies
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