GVSU Alumni Association Mission Statement
The mission of the Grand Valley State University Alumni Association is to promote, assist, and perpetuate the goals and objectives of Grand Valley State University, to draw together alumni for mutual service to each other, Grand Valley State University and our communities.

Dear Fellow Alumni,

As the university enters its next 50 years we are nearing 100,000 alumni. The role and mission of the association is to engage, inform and involve these individuals with the GVSU community at large. The Alumni Association Strategic Plan outlines how the Board of Directors will carry out its mission to continue to engage GVSU students after graduation until 2015. All alumni are members of the association so I implore you to assist the board in aiding the university in reaching its goals.

Sincerely,

Julie Bulson ’99 & ’07
Alumni Association President
Values of the Alumni Association

GVSU Alumni Association Vision Statement:
To enrich the lives of alumni and friends by helping them establish lifelong relationships with the university and with each other.

RESPECT
RESPECT GVSU alums and stakeholders. All board members will practice inclusion, ethical behavior and loyalty as representatives of the alumni community.

INFORM
The GVSU Alumni Association will strive to constantly INFORM the membership. The board will strive to constantly educate and distribute information to the association and various GVSU networks as often as possible.

INVOLVE
Increase alumni INVOLVEment. The Alumni Association will work tirelessly to encourage involvement of all levels of the university community.
RESPECT

RESPECT GVSU alumni and stakeholders.

- Acknowledge and involve alumni and friends as vital shareholders in the university.
- Engage all board and association members to serve as ambassadors of the university.
- Exhibit pride and loyalty in the Alumni Association and the university.
- Maintain high ethical standards and integrity in all of the board dealings.
- Recognize individual and collective achievements of alumni.
- Recognize alumni time, talent and financial contributions to GVSU.
- Promote and encourage inclusion and diversity.
The GVSU Alumni Association will strive to constantly INFORM the membership.

- Provide effective communication among all levels of the association regarding the university’s mission, goals, programs, and achievements.
- Communicate to all alumni and friends of the university the Alumni Association’s mission, goals, programs, and achievements.
- Ensure the mission, goals, and programs of the Alumni Association compliment those of the University.
• Acknowledge and involve alumni and friends and encourage alumni and friends to participate in and support the programs, services and events of the Alumni Association and the university.
• Encourage alumni and friends to pursue leadership opportunities in the Alumni Association and throughout the university.
• Encourage alumni to serve in their communities as ambassadors for GVSU and higher education.
• Contribute financially to GVSU.
• Unite and energize alumni societies and regional clubs.
OUR STRATEGIC GOALS (2012-2017)

The Alumni Association Board of Directors feels very strongly that the association strategic goals should roll up to support the university’s strategic goals. The university strategic goals supported are identified in parenthesis.

- **We will be the gateway through which alumni connect with GVSU and with each other and serve the university through** *(University Goals 7, 8)*:
  - A website that is a comprehensive, user-friendly resource for all alumni information.
  - A newsletter that presents the excellence of GVSU and celebrates connections and milestones in alumni life.
  - Multiple programs that facilitate alumni interaction with GVSU through service, continuing education, entertainment, and investing in the university’s future.
  - Reach out to alumni chapters in other states/countries.
  - Increase alumni participation numbers.
  - Support the “Laker for a Lifetime” initiative to ensure that GVSU students, upon graduation, appreciate the importance of GVSU in their lives and are inspired to stay connected to their alma mater *(University Goal 2)*.
  - Help develop a culture of student tradition and loyalty that leads to more active alumni engagement.
  - Explore ways to be involved with current students through career roundtables and mentoring.

**Assist Alumni Relations/Annual Giving staff members with initiatives (Student Philanthropy and others) that increase alumni institutional support for GVSU and alumni giving percentages** *(University Goals 5, 7, 8)*.

- Increase the percentage of alumni giving by 10% by 2015 by broadening the base of alumni financial support.
- Partner with the development office on at least one project each year to move our alumni giving towards the established target.
- Leverage relationships we have and communications we use to encourage our constituents to give.
- Work with Annual Giving to provide opportunities for alumni to give their time, talent and financial support, in honor of their anniversary year (10th, 25th, 40th).
- To actively engage alumni who are not connected to Grand Valley.
- 100% giving participation by members of the Alumni Board of Directors.

**Strengthen ties, increase communication and establish working relationships within and among university constituencies** *(University Goals 2, 3)*

- Identify and providing speakers for alumni board meetings.
- Engage with faculty members and university departments to offer assistance with guest lectures and projects.
- Partner with the Career Services office to identify alumni internship opportunities for students.