



# ALUMNI ASSOCIATION

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## *2025-2026 Strategic Plan*

*Strategic Planning Committee*

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## ALUMNI ASSOCIATION

### Our D-N-A and Value Proposition:

#### Our **D**ecisions

*What Principles Direct Our Thoughts*

Integrity  
Service  
Commitment

Inclusivity  
Collaboration  
Respect

Stewardship  
Adaptability  
Honor / Pride

#### Our **e**Nergy

*What We Are Passionate About*

We are passionate about impacting and influencing the quality of life of others.

#### Our **A**ctions

*What We “Do Unto Others”*

We Will:

- ❖ Honor Millersville’s legacy and embrace new ideas
- ❖ Communicate openly and act with integrity
- ❖ Support students and the MU community with pride
- ❖ Celebrate diversity and build belonging
- ❖ Steward resources wisely and plan for the future
- ❖ Listen, learn, and lead together
- ❖ Actively be engaged in giving and service (to MUAA)

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### Our Value Proposition

We are an alumni led organization that exists to cultivate lifelong connections between the university and alumni, support student success, and promote pride and engagement within the university community.

## Strategic Themes

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### **1. Governance & Board Engagement**

*Strengthen structure, leadership, accountability, and board culture.*

### **2. Financial Sustainability & Partnerships**

*Develop creative, mission-aligned approaches to fundraising and long-term financial health.*

### **3. Operational Infrastructure & Communications**

*Enhance internal tools, communication practices, and institutional knowledge.*

### **4. Alumni Engagement & Experience**

*Expand the ways alumni connect with each other, the university community, and current students.*