



Comprehensive Strategic Plan

2023 - 2027

Mission

The Mission of Savannah State University National Alumni Association is to support the progress and the development of Savannah State University by actively engaging undergraduate students and all alumni, cultivating a culture of philanthropy amongst alumni, and spearheading initiatives to promote Savannah State University worldwide.

Vision

The vision of Savannah State University National Alumni Association is to be an organization of dedicated and dynamic alumni whose members are fully committed to advancing the mission of Savannah State University.

Strategic Planning Team

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Message from the President

Greetings My fellow Savannah State University Alums,

It has indeed been an honor and a privilege to have served as your 22nd National Alumni President for the last year and a half. During this time, I have had the opportunity to participate in many active listening sessions with alums from all over the world. I am pleased to say that our love and passion for our beloved “University by the Sea” has not diminished from the time that we matriculated through the university. These active listening sessions have guided the work of this team in the development of our Comprehensive Strategic Plan 2023 - 2027. This document will be the driving force for how we as alums conduct and govern ourselves moving forward as we support Savannah State University. It is my sincere hope and expectation that we will galvanize around this document and use it as a roadmap to a bright future for the Alumni Association and Savannah State University.

In true tiger spirit

Harold N. Washington,
SSUNAA President



Executive Summary

“Leaders who are able to consolidate and simplify their plans are better able to advance their goals”
(Kirtman & Fullan, 2016)

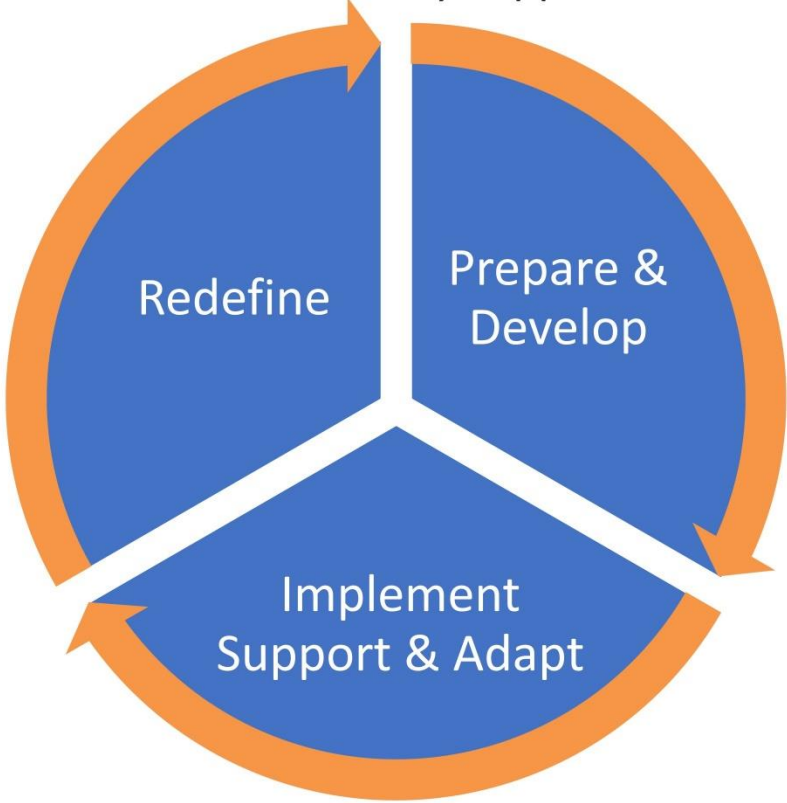


Since its initial inception in 1923, as then a high school alumni club, The Savannah State University National Alumni Association has always worked to promote the welfare of Savannah State University and to assist in advancing its mission and goals. In the summer of 2021, with the election of new leadership, it became necessary for SSUNAA to define how it would continue supporting

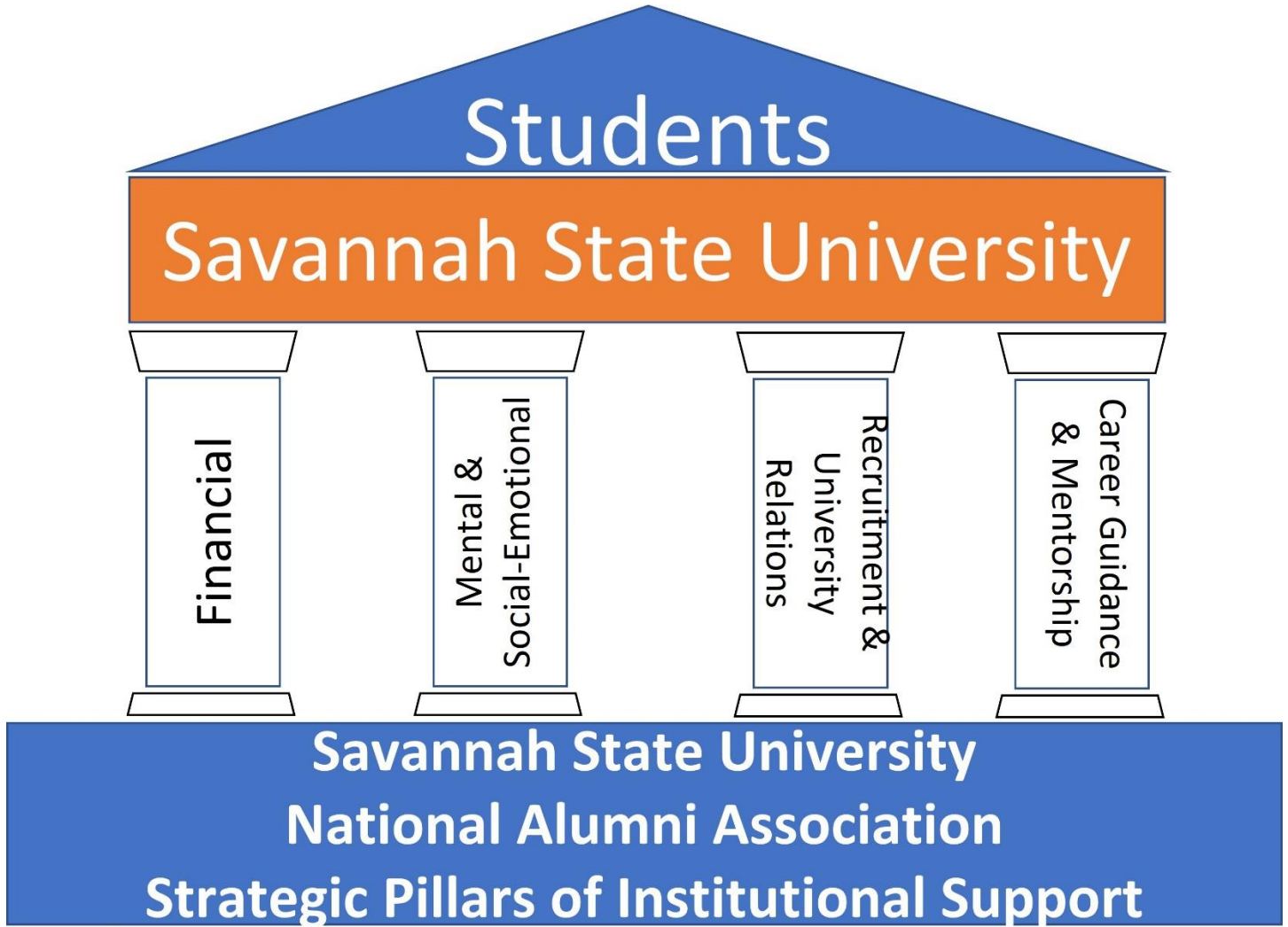
Savannah State University while equally meeting the needs of the 21st century student. The outcome from a year and a half of surveys, discussions, emails, meetings, phone calls, and text messages have led to the identification of four critical need areas of support. Aptly named the Four Pillars of Institutional Support; Financial, Mental & Social-Emotional, Recruitment & University Relations, and Career Guidance & Mentorship are the four, clear priorities that will drive our work of SSUNAA, local chapters, and Savannah State University for the next five years in support of Savannah State University. Each pillar is supported by a strategy(s) and clearly defined set of action steps.

Succinctly, this document will lay out a strategic framework for how we, alums of Savannah State University, will govern ourselves in support of Savannah State University in four identified critical need areas.

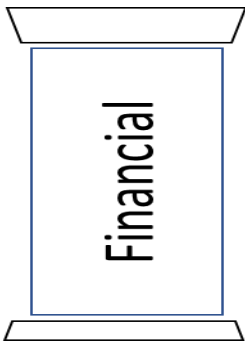
Savannah State University National Alumni Association
Continuum of Improvement
for University Support



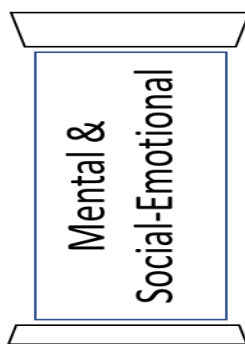
Strategic Pillars of Institutional Support



Strategic Pillars



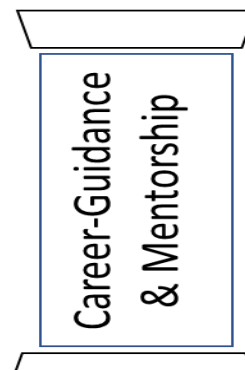
Strategy 1	Establish continuous long-term donorship
Strategy 2	Eliminate barriers to generational donor disparities



Strategy 3	Develop alumni and institution partnerships to provide resources and support systems for undergraduate students.



Strategy 4	Identify key areas of growth for chapters & alumni
Strategy 5	Market SSU in key recruitment areas



Strategy 6	Connect undergraduate students with alumni for career networking, coaching, and support
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Pillar 1: Financial

Objective: To continuously work to support Savannah State University scholastically, athletically, and operationally

Strategy #1: Establish continuous long-term donorship

Action Steps

- a) Creation of Infinity Donors Program
- b) Explore increasing national dues

Implementation Timeline

	Year 1	Year 2	Year 3	Year 4	Year 5
Step A	Discussion & Feasibility Studies	Implementation Fall 2024	Ongoing		
Step B	Discussion & Feasibility Studies	Discussion & Implementation Fall 2024	Ongoing		

Strategy #2: Eliminate barriers to generational donor disparities

Action Steps

- a) Create a SSUNAA Zelle, Cashapp, Paypal, online, check, mobile app, and QR code scan to encourage all generations of alums to donate to SSUNAA

Implementation Timeline

	Year 1	Year 2	Year 3	Year 4	Year 5
Step A	Discussion & Immediate Implementation Spring 2023	Fully Operational	Ongoing		

Pillar 2: Mental & Social Emotional

Objective: To engage students in a safe nurturing environment allowing them the freedom to grow and mature mentally & socially

Strategy #3: Continuously engage undergraduate students to foster safe health relationships with alumni

Action Steps

- a) Work with Dean of Students & Alumni Relations Director to assist with fostering initiatives
- b) Creation of Alumni Engagement Committee
- c) Conduct monthly check in visits with students (can be done by chapter)
- d) Hold “Safe Space Truth Moments” talks
- e) Round table & panel discussions around conflict resolution, overcoming adversity, time management
- f) “Meet & Greet” at Freshman Orientation & move in day

Implementation Timeline

	Year 1	Year 2	Year 3	Year 4	Year 5
Step A	Immediate Implementation	Ongoing			
Step B	Discussion & Feasibility Studies for implementation Fall 2023 Freshman class	Full Implementation	Ongoing		
Step C	Immediate Implementation	Ongoing			
Step D	Implementation Fall 2023	Ongoing once each semester			
Step E	Implementation Fall 2023	Ongoing once each semester			
Step F	Implementation Fall 2023	Ongoing each incoming Freshman class			

Pillar 3: Recruitment & University Relations

Objective: Strengthen alumni, community, and university relations and actively recruit for SSU and SSUNAA

Strategy #4: Continuously identify key areas of growth for chapters & alumni

Action Steps

- a) Adoption of a membership management system
- b) Adoption of a national recruitment plan
- c) SSUNAA President actively and aggressively work to fill all Regional VP positions
- d) Work with Regional VP's to identify "hotbed" areas where SSUNAA can expand its footprint OR reestablish itself (Northeast, Midwest, Texas,).
- e) Investigate SSUNAA first International Chapter/Interest Group

Implementation Timeline

	Year 1	Year 2	Year 3	Year 4	Year 5
Step A	Discussion & Feasibility Studies for implementation May 2023	Ongoing			
Step B	Immediate Implementation	Ongoing			
Step C	Immediate Implementation	Ongoing			
Step D	Immediate Implementation	Ongoing			
Step E	Discussion & Feasibility	Discussion of Data	Implementation		

Strategy #5: Continuously market SSU in key recruitment areas

Action Steps

- a) Develop a robust marketing plan in border states
- b) Updating of SSUNAA Website with Alumni Spotlight, Business, Map of alumni locations,
- c) Creations of a centralized SSUNAA Calendar of events for all chapters

Implementation Timeline

	Year 1	Year 2	Year 3	Year 4	Year 5
Step A	Discussion & Feasibility Studies	Implementation & Ongoing			
Step B	Implementation Summer 2023	Ongoing			
Step C	Immediate Implementation	Ongoing			

Pillar 4: Career Guidance & Mentorship

Objective: To provide support, resources, tools, and a network of SSUNAA alums for undergraduate students as they matriculate through SSU and transition into careers

Strategy #6: Continuous engage of Undergraduate students

Action Steps

- a) Work with Dean of Students & Alumni Relations Director to assist with fostering initiatives
- b) Provide resources for Pre-Alumni to hold mixers and meet & greets with alums
- c) Include member of Pre-Alumni Association on the Executive Committee
- d) Update SSUNAA website to include interactive map of states where alums are located
- e) Conduct mock interviews with undergraduate students
- f) Host soft skills roundtable discussion with undergraduate students
- g) SSUNAA Mentorship Initiative in conjunction with the University of Advancement

Implementation Timeline

	Year 1	Year 2	Year 3	Year 4	Year 5
Step A	Immediate Implementation	Ongoing			
Step B	Implement Spring 2023	Ongoing once per semester			
Step C	Implement Spring 2023	Ongoing			
Step D	Implement Spring 2023	Ongoing			
Step E	Implement Fall 2023	Ongoing once per semester			
Step F	Implement Fall 2023	Ongoing once per semester			
Step G	Implement Spring 2023	Ongoing			

OUR Next Steps

- Become an engaged & active SSU alum
- Join National Alumni Association (ssunaa.org)
- Join a SSUNAA chapter (ssunaa.org/ssunaa-chapters)
- Choose a committee that best suits your skillset, passion, and love for SSU
- Current committee areas available to serve
 - a) SSUNAA Regional VP's
 - b) Homecoming
 - Coronation
 - Awards
 - Queens
 - Parade
 - c) SSUNAA Annual Homecoming Raffle
 - d) Alumni Engagement
 - e) Technology
 - f) Constitution & Bylaws
 - g) Fundraising
 - h) SSUNAA Membership