

NEAL-MARSHALL ALUMNI CLUB  
*"Sharing the Vision: Strategies for Growth!"*

**STRATEGIC INITIATIVES WORKING DOCUMENT 2004-2006**  
 (Developed at the September 11, 2004 Retreat)

Goals	Action Steps N- National Board    R - Regional Chapters	Specific Timeline
<b>1) Enhance Club Visibility</b>	<ol style="list-style-type: none"> <li>1. Create an attractive brochure about Neal-Marshall for worldwide distribution. (N)</li> <li>2. Create promotional items, (t-shirts, polo shirts, caps, pens, banners, buttons, key rings, etc. (N)</li> <li>3. Keep updated information on the Club's Website and have it serve as a clearinghouse for information. (N)</li> <li>4. Develop eye catching and mind catching pictures and phrases on mailings. (N)</li> <li>5. Organize a Club booth at the Black Expo National Convention. (N)</li> <li>6. Communicate our heritage and history on all IU campuses, and distribute club information to all IU Alumni Offices and Diversity Offices. (N/R)</li> <li>7. Have a Board Member and/or Director visit each IU campus annually. (N/R)</li> <li>8. Distribute Club information to students and parents at orientation and special events. (N/R)</li> <li>9. Engage students at the freshman level by sponsoring a special event for freshmen. (N/R)</li> <li>10. Lend Club's name to appropriate IU sponsored events. (N/R)</li> <li>11. Establish communication with Black Faculty and Staff Councils on each campus. (N/R)</li> <li>12. Encourage alumni to visit their local campus and participate in events. (N/R)</li> <li>13. Establish and keep Club's newsletter release deadlines. (N)</li> <li>14. Give new graduates a small gift and information about the Club. (N/R)</li> <li>15. Serve on various selection committees. (N/R)</li> </ol>	<ol style="list-style-type: none"> <li>1. July 2005</li> <li>2. August 2005</li> <li>3. March 2005</li> <li>4. March 2005</li> <li>5. July</li> <li>6. August</li> <li>7. December</li> <li>8. Ongoing</li> <li>9. Fall Semester</li> <li>10. Ongoing</li> <li>11. September</li> <li>12. Ongoing</li> <li>13. Jan &amp; August</li> <li>14. May 2006 &amp;</li> <li>15. Ongoing</li> </ol>

<p><b>2) Increase Student Support</b></p> <ul style="list-style-type: none"> <li>• <b>Recruitment</b></li> <li>• <b>Retention</b></li> <li>• <b>Scholarships</b></li> </ul>	<p><b>RECRUITMENT</b></p> <ol style="list-style-type: none"> <li>1. Recruit students in local communities by participating in local recruit receptions, Red Carpet Days, Campus Tours, and Open House events. (R)</li> <li>2. Take students and families on personal tours of the campus. (R)</li> <li>3. Recognize alumni who have recruited the most new students. (N)</li> </ol> <p><b>RETENTION</b></p> <ol style="list-style-type: none"> <li>1. Teach survival techniques to students (i.e. time management, study skills, leadership skills, coping skills, and social skills). (R)</li> <li>2. Develop a mentoring program by matching students with alumni. (N)</li> <li>3. Participate in local career fairs at the various IU campuses. (N/R)</li> <li>4. Develop an internship directory for students. (N)</li> <li>5. Build a relationship with the Black Student Union. (N/R)</li> <li>6. Develop more ways to support Team Major Taylor. (N/R)</li> <li>7. Involve more Greeks and Frats in Club events. (N/R)</li> <li>8. Develop a Student Resource Directory of all Black alumni leaders, faculty, advisors, and administrators at each IU campus. (N)</li> </ol> <p><b>SCHOLARSHIP</b></p> <ol style="list-style-type: none"> <li>1. Create an attractive brochure advertising the Club's scholarship. (N)</li> <li>2. Ensure that each IU Financial Aid Office has NMAC Scholarship information and application forms. (N)</li> <li>3. Distribute scholarship information at Black Student Union meetings. (R)</li> <li>4. Announce scholarship application deadline in appropriate newspapers, newsletters, bulletin boards, website, etc. (N/R)</li> <li>5. Build strategies to increase principal in the scholarship account. (N)</li> </ol>	<p><b>RECRUITMENT</b></p> <ol style="list-style-type: none"> <li>1. Ongoing</li> <li>2. Ongoing</li> <li>3. October</li> </ol> <p><b>RETENTION</b></p> <ol style="list-style-type: none"> <li>1. Fall &amp; Spring</li> <li>2. January 2006</li> <li>3. Fall &amp; Spring</li> <li>4. Feb 2006</li> <li>5. Ongoing</li> <li>6. February</li> <li>7. Ongoing</li> <li>8. September</li> </ol> <p><b>SCHOLARSHIP</b></p> <ol style="list-style-type: none"> <li>1. February 2005</li> <li>2. Feb, Oct</li> <li>3. Feb, Oct</li> <li>4. Feb, Oct</li> <li>5. Nov. 2006</li> </ol>
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<p><b>3) Increase Membership by 5 percent</b></p>	<ol style="list-style-type: none"> <li>1. Gather and analyze alumni data and establish a target age group to recruit new members. (N/R)</li> <li>2. Create an attractive Club membership brochure and include the benefits of belonging to the Club. (N)</li> <li>3. Challenge each chapter to increase their regional membership by 15 to 25 members by a certain target date. (N/R)</li> <li>4. Develop a new student alumni membership program. (N)</li> <li>5. Organize an exciting event or gathering during the off reunion year and during homecoming weekend to attract new members. (N)</li> <li>6. Recognize individuals and chapters for successful membership recruitment efforts. (N)</li> </ol>	<ol style="list-style-type: none"> <li>1. December 2004</li> <li>2. March 2005</li> <li>3. September 2005</li> <li>4. May 2005</li> <li>5. October 2006</li> <li>6. October</li> </ol>
<p><b>4) Foster Chapter Development</b></p>	<ol style="list-style-type: none"> <li>1. Establish active chapters on each IU campus. (N)</li> <li>2. Establish monthly chapter meetings. (R)</li> <li>3. Make pledge to attend chapter meetings and events. (R)</li> <li>4. Develop chapter websites and links to National Club's homepage. (R)</li> <li>5. Pursue Corporate Sponsorships. (N)</li> <li>6. Encourage chapters to network with IU Black Arts groups for appearances on local campuses. (N/R)</li> <li>7. Recognize outstanding Chapters. (N)</li> </ol>	<ol style="list-style-type: none"> <li>1. December 2006</li> <li>2. Ongoing</li> <li>3. Ongoing</li> <li>4. September 2005</li> <li>5. Ongoing</li> <li>6. Ongoing</li> <li>7. October</li> </ol>