

Neal-Marshall Alumni Club Advance
 May 17, 2008
 Tactical Team Assignment
Royal Blue Team

<i>Goals</i>	<i>Club Tasks / Deliverables</i>	<i>Perceived Challenges</i>	<i>Assignments</i>	<i>Resources Needed</i>	<i>Time Frame</i>
<p>1. Membership Recruitment</p>	<p>1. Launch Indianapolis Chapter</p> <p>2. Collaborate w/ IUAA to raise club awareness (via targeted emails/ websites)</p> <p>3. Revive dormant chapters</p>	<p>1. IUPUI Staff 2. Finding Volunteers</p>	<p>1. Amy Warner/ Carmen Bruner/ Elaine Johnson –ID Prospects</p> <p>2. CWB/ IUAA – Assistant</p> <p>3. Pick 3 per 18 month period.</p>	<p>1. Steering Committee / Flier for Black Expo</p> <p>2. Office IT Staff Support</p> <p>3. Meet w/ IUAA appropriate contacts for assistance and consultation</p>	<p>1. July 08- Feb 09 first event to establish club/ complete by May '09</p> <p>2. Fall 08-09</p>
<p>Assumptions:</p> <p>1. We currently have chapters in the following areas:</p> <ul style="list-style-type: none"> • Gary • South Bend • New Albany • Atlanta Metro <p>2. We currently have steering committees formed in the following area:</p> <ul style="list-style-type: none"> • Indianapolis <p>3. 10% has been our consistent level of membership</p>					

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2. Electronic vs. Print Media Outreach	<ol style="list-style-type: none"> 1. Website Update/Enhancement 2. Creative Social e-Networking (My Space, Face Book, “Ning” Networks, etc.) 3. Link from IUAA outreach initiatives to Neal-Marshall e-projects 4. Acquire and update email addresses 				

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Cream Team

<i>Goals</i>					
3. Assist the Office of Diversity, Equity and Multicultural Affairs (DEMA) with Top Two Key Initiatives	<ul style="list-style-type: none"> A. Strategy Statement B. Need a Print Collateral Piece/Multi-layered C. Info Gateway: Web based/Print Based/ Sums up all elements involved D. Strong NM focus 				
	<i>Club Tasks</i>	<i>Perceived Challenges</i>	<i>Assignments</i>	<i>Resources Needed</i>	<i>Time Frame</i>
A. Student Recruitment & Academic Support	<ul style="list-style-type: none"> 1. Increase Alumni recruitment/involve ment 2. IU student site visits/partnerships w/ High School Students 3. Grow IU partnerships with constituent groups (ie. IBE, NAACP) 4. Prepare a portfolio of programs/ scholarships for Neal Marshall to share with potential IU students 	<ul style="list-style-type: none"> 1. Committed Alumni and access to targeted schools. 2. Coordination of effort between targeted schools and IU 3. Coordination with IU Administration 4. None 	<ul style="list-style-type: none"> 1. NMAC Chapter Presidents & DEMA to develop Survey 2. CWB/ Dr. Marshall / Roger Thompson/ School of Ed. P-16 Center 3. CWB/Tom Martz President McRobbie 4. DEMA 	<ul style="list-style-type: none"> 1. Survey 6th-8th grades 2. Transportation/ Recruitment Materials/ refreshments/ Campus student group inclusion 3. Food / tickets to Football Game 4. DEMA Office 	<ul style="list-style-type: none"> 1. Spring '09 2. Spring '09 3. Fall '08 4. Fall '08
	<i>Club Tasks</i>	<i>Perceived Challenges</i>	<i>Assignments</i>	<i>Resources Needed</i>	<i>Time Frame</i>

<p>B. University Climate</p>	<ol style="list-style-type: none"> 1. Working with IU entities to build IU brand equity/ enhanced image (visibility, communication, attitude) 2. Use recent alumni that have been successful to tell how IU contributed to their success 	<ol style="list-style-type: none"> 1. Appropriate marketing strategies and coordination of effort / creation of effective strategies for targeted community 2. Identifying appropriate alumni 	<ol style="list-style-type: none"> 1. CWB/ Dr. Marshall/ Tom Martz/ Mike Sample 2. CWB 	<ol style="list-style-type: none"> 1. Money 2. Production materials/ (DVD/print captions/ selected media) 	<ol style="list-style-type: none"> 1. Ongoing 2. 2008-09
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Neal-Marshall Alumni Club Advance
May 17, 2008
Tactical Team Assignment
Crimson Team

<i>Goals</i>					
4. Financial Viability					
	<i>Club Tasks</i>	<i>Perceived Challenges</i>	<i>Assignments</i>	<i>Resources Needed</i>	<i>Time Frame</i>
A. Increase Club Revenues 1. 75% - Membership 25% - Other Departmental (this is the growth area) 2. Must have over-arching efforts that are broader for volume. 3. Cultivate relationship w/ the new IUF Pres. to expand the 25% 4. Tie the 75% in w/ the internet & Marketing Exec. For specific NMAC & targeted name placement	1. Increase membership 2. Additional Contributions 3. Corporate Sponsorships 4. Partnerships 5. Foundations 6. Highlight and cultivate Alumni 7. Partnership and leverage local alumni groups	1. Getting Message out 2. IUAA/ Foundation Constraints 3. Is NMAC an attractive entity/product for donors 4. Club awareness	1. Executive Director 2. Alumni 3. Club Members	1. Web site 2. Newsletter 3. Page in Magazine 4. Volunteer 5. Aggressive Marketing 6. New Clubs	1. 18 months / Fall '08 2. 1 st Page September 3. Website August (must show value)
	<i>Club Tasks</i>	<i>Perceived Challenges</i>	<i>Assignments</i>	<i>Resources Needed</i>	<i>Time Frame</i>

<p>B. Sustain and Develop New Scholarships</p>	<ol style="list-style-type: none"> 1. Create Cora Breckenridge Scholarship 2. Create Adam Herbert Scholarship 3. Raise additional contributions 4. Develop a viable donor campaign 5. Symposium Conferences 	<ol style="list-style-type: none"> 1. Existing IU Campaigns 2. Reluctance and resistance to starting new campaigns 	<ol style="list-style-type: none"> 1. Jerrol Miles to Champion 2. Committee 3. Exec. Director 4. Volunteers 	<ol style="list-style-type: none"> 1. IU 2. Foundation 3. IUAA 4. Volunteers 5. Varsity Club 6. Corporate Leadership 	<ol style="list-style-type: none"> 1. Fall '08 or Spring '09
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