

# College of Medicine Alumni Association Strategic Plan

2017-2022 (2020 update)

## *Mission*

The Alumni Association works with the College of Medicine Advancement Unit and the University of Saskatchewan Alumni Association to deliver programs and services to further engage alumni, students, faculty, staff and donors while maintaining and developing a sense of tradition and history.

## *Principles and Values*

The College of Medicine Alumni Association has aligned with the College and supports the following principles:

- Collaboration
- Commitment to community
- Diversity, equality and human dignity
- Excellence
- Innovation, curiosity and creativity
- Openness, transparency and accountability
- Reconciliation
- Sustainability

The College of Medicine Alumni Association is committed to acting in accordance with the following values:

- Collegiality
- Fairness and equitable treatment
- Inclusiveness
- Integrity, honesty and ethical behaviour
- Respect

The College of Medicine has embarked on a five year strategic plan cycle and has prioritized seven areas:

- Strengthen research capacity
- Education
- Social accountability and community engagement
- Indigenous health
- Empower and engage faculty
- Distributed medical education
- Integration and alignment with the health system

## Priority Areas

The Alumni Association has identified and adopted three priority areas it will work on this cycle to further align with the College of Medicine’s mandate.

### 1. Empower and Engage Alumni

Both organizations have the objective to focus on engagement of all alumni to foster mutually beneficial relationships and empower alumni as role models and mentors for future clinicians.

### 2. Distributed Alumni Outreach

The College strives to foster a province wide presence. The Alumni Association is working to foster province wide alumni engagement by implementing a sustainable, well-resourced framework across the continuum that will result in quality community partnerships and successful alumni engagement.

### 3. Social Accountability and Community Engagement

By recognizing the priority health concerns of the community, the Alumni Association will work to incorporate authentic community engagement and mutually beneficial partnerships. The focus will be on social accountability through community service.

## Goals

The Alumni Association has identified the following goals for the next five years.

- Increase alumni engagement by 1% per year\*
- Increase alumni participation by 1% per year\*
- Increase the number of alumni volunteer opportunities (*ie mentorship, event assistance, leadership roles*)\*
- Increase Alumni Association membership by 5% per year
- Ensure sound fiscal management, transparency and accountability
- Work to further engage younger alumni (30-40 year olds)

## Audience

To help us focus our engagement efforts, we will target alumni segments based on life stage.

Age Group	Target Audience
New (20-30 years old)	<ul style="list-style-type: none"><li>• Current students</li><li>• New grads (one-three years out)</li><li>• Young alumni (one-10 years out)</li></ul>
Growth (31-45 years old)	<ul style="list-style-type: none"><li>• Cross over of young alumni</li><li>• Growing family</li><li>• Career growth</li></ul>

Mid Life (46-59 years old)	<ul style="list-style-type: none"> <li>• Mid-career</li> <li>• Family</li> <li>• Professional</li> <li>• Late career</li> <li>• Empty nest</li> </ul>
Seasoned (60+ years old)	<ul style="list-style-type: none"> <li>• Seasoned professional</li> <li>• Snow bird</li> <li>• New retirees</li> <li>• Long-term retirees</li> </ul>

### Strategies

Priority	Strategy	Timing
<b>Alumni Engagement</b>	Highlights in Medicine Reunion and Conference - engage larger numbers of alumni by relocating on-campus and changing agenda to one day of seminars and one day of tours. Years ending in 0, 1, 5 and 6 (combined due to COVID-19 pandemic of 2020).	June 17-19, 2021
	Host/participate in smaller events that may appeal to alumni. <i>Dean's receptions for alumni and friends.</i>	Fall - TBC
	Host one annual Alumni Association fundraising event/community engagement event per calendar year. MEDtalks.	Jan-Feb. 2021
	Support College of Medicine student activities ( <i>ie White Coat Ceremony, Year One Orientation, exams, Graduation, Spirit of the Class award etc.</i> ).	VARIOUS - TBD
	Communicate news and information to CoM Alumni ( <i>ie Membership newsletter, Connective Issue, holiday greetings, cards of congratulations, email blasts etc.</i> )	FALL - Connective Issue JAN - Membership News SPRING – enewsletter AS REQUIRED - Emails
	Board member designated with the Young Alumni Engagement portfolio.	TBD
	Call to thank alumni for membership purchases.	ONGOING
<b>Distributed Alumni Outreach</b>	Dean and Board Chair schedule social visits to distributed locations using Alumni Engagement funding.	2020 – Oct. Edmonton, Calgary, Regina, Saskatoon (TBC)
	Support the efforts of the Office of Career Advising and Mentorship to increase number of alumni who are mentors in Saskatoon and distributed sites.	ONGOING
	Ensure there is Board representation in Regina.	ONGOING
<b>Community engagement</b>	Identify community events that support the Alumni Associations' Mission and Vision and encourage students and alumni to participate.	ONGOING

	Encourage Board and Alumni to support student and alumni fundraising and community events ( <i>ie. Miles for Smiles, Cuts for Cancer, Ultrasound Symposium, Healthcare Classic etc.</i> ).	ONGOING
	Working with the Saskatchewan Medical Association, identify and implement opportunities for joint initiatives ( <i>Medsters, Knuckle Cup, Study Break lounge etc.</i> ).	ONGOING

***Planning Calendar***

**SEPTEMBER**

PGME Resident Celebration Night  
Miles for Smiles  
Alumni Assoc. Board Meeting  
SMSS Fall Formal

**OCTOBER**

White Coat Ceremony  
Alumni Assoc. Board Meeting  
Dean’s Receptions for Alumni and Friends  
U of S Alumni Achievement Awards

**NOVEMBER**

Dean’s Receptions for Alumni and Friends  
Integration Weekend (Regina, First Year students)  
Connective Issue published  
Alumni Assoc. Board Meeting / Highlights in Medicine planning meeting

**DECEMBER**

Study Break room for CoM students during exams  
Holiday Greeting to Alumni

**JANUARY**

Dean Hosted Board Meeting with Class Reps  
Membership Drive & Newsletter

**FEBRUARY**

Alumni Assoc. Board Meeting / Highlights planning meeting

**MARCH**

SMA Match Night Celebration  
Alumni Assoc. Board Meeting / Highlights planning meeting

**APRIL**

Knuckle Cup Alumni vs Students Hockey Game  
Alumni Assoc. Board Meeting / Highlights planning meeting

CCME

Study Break room for CoM students during exams

## **JUNE**

U of S Convocation

College of Medicine Convocation

College of Medicine Grad Banquet

Highlights in Medicine Reunion and Conference

Alumni Association AGM

## **AUGUST**

White Coat Fitting for 1st year students

1st-Year Student Orientation Fair

SMA Welcome Week BBQ

Health Care Classic Softball Tournament

Medsters Golf Tournament

\* As measured by the University of Saskatchewan's Alumni Engagement Metrics measuring system (event participation, volunteerism and donations).