

## UC Berkeley Goldman School of Public Policy Alumni Association Strategic Plan: January 2019 – January 2022

### *Purpose*

The Goldman School of Public Policy Alumni Association (the Alumni Association) amplifies and supports the achievements and aspirations of GSPP alumni, who work towards a more just and humane world founded upon inspired, thoughtful public leadership.

### *Mission*

The mission of the Alumni Association is to foster continued engagement and success of GSPP alumni. The GSPP Alumni Association works to:

- create and nurture the global community of GSPP alumni through building networks, and providing opportunities for them to learn, develop, and advance their careers;
- help harness the resources of the alumni community towards supporting the school and students in achieving the GSPP mission;
- build alumni awareness, pride, participation, volunteerism and philanthropic commitment to GSPP; and
- reinforce the importance of public policy leadership in the world.

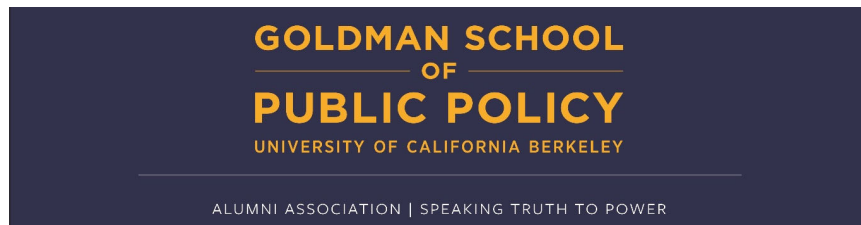
This Strategic Plan describes how the GSPPAA Board will serve the School community in the three-year period from January 2019 to January 2022.

### **Committee Structure**

The GSPPAA Board accomplishes its work through its committees. While the committees' missions differ there are areas of overlap, and their respective responsibilities at times can be shared.

- Alumni Activities Committee: Responsible for facilitating alumni engagement with each other, and the School, primarily through the development and oversight of regional alumni networks, and facilitating class reunions and other events.
- Alumni-to-Student Services Committee: Harnesses the energy, talents and expertise of alumni to help GSPP serve students, by helping recruit new admits, encouraging alumni to sponsor IPAs, APAs and MPA capstone projects, generating summer internship and employment opportunities, and providing opportunities for learning and professional growth.
- Governance Committee: Supports and improves the infrastructure of GSPPAA by overseeing planning, assisting in holding other GSPPAA committees accountable to the objectives identified in the strategic plan, annually recruiting a slate of new candidates to run for the Board, and ensuring 100% GSPPAA Board giving each year.

Committees assign one or more committee members who will be responsible for achieving the objectives of each project in a timely fashion. Should committee membership turn over and the point person or point people for a project depart, that person or those people are responsible for identifying their replacements before their departure.



## Committee Action Plans: January 2019 – January 2022

### ALUMNI ACTIVITIES COMMITTEE

#### 1. Increase Communication and Engagement among Alumni across the country and world.

##### 2019

- Establish an active alumni list-serve and Facebook page(s)
- Explore other communication channel options
- Conduct outreach to upcoming reunion year classes inquiring about interest to organize a reunion
- Encourage participation in 50th Anniversary alumni dinner/summit
- Informally survey alumni on what would attract them to engage with and support GSPP
- Engage alumni in process for giving to GSPP through the Big Give and other channels
- Consider how Alumni Board may help with communication and marketing for APA/IPA selection and placements

##### 2020

- Implement new communication channels
- Evaluate the effectiveness of new communications channels (measure engagement)
- Establish formal process for organizing class reunions
- Informally survey alumni on their participation in 50th Anniversary activities and how best to build on that success
- Encourage participation in annual alumni dinner
- Engage alumni in process for giving to GSPP through the Big Give and other channels

##### 2021

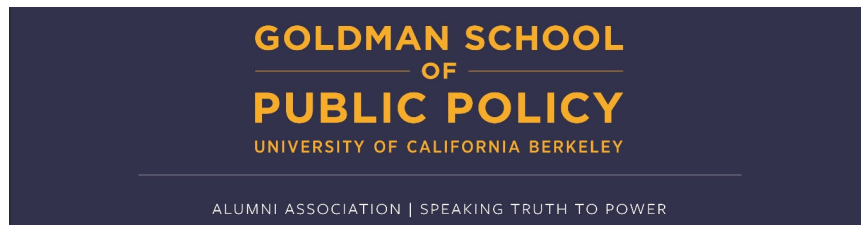
- Grow and sustain the successful methods of communication
- Encourage participation in annual alumni dinner
- Engage alumni in process for giving to GSPP through the Big Give and other channels

#### 2. Expand and support Regional Coordinators.

Regional Coordinators will provide a geographically-based infrastructure for alumni engagement. The Regional Coordinator in any given region will organize events for alumni in the region, will serve as that region's conduit to the GSPPAA Board and the School, and facilitate School activities in the region, such as fundraising, visiting scholars, etc. Over the next three years, the Alumni Activities Committee will:

##### 2019

- Reinvigorate and Maintain Regional Coordinators in 10 domestic regions and an international group
- Update and Distribute Regional Coordinator toolkit, establishing expectations and guidance for engaging alumni in each region



- Establish in coordination with the school a system of announcing and reporting on events, making use of the GSPP website, direct email exchange, and social media tools.
- Establish system for consistent check-in and accountability of Regional Coordinators (each AA Committee member will assume the responsibility of regular check-ins of 2-3 regions and report back to the full committee)
- Coordinate with GSPP's 50th Anniversary planning and corresponding opportunities for GSPP staff and administration to visit regions and host regional events
- Systematize and encourage faculty and administrative staff to contact regional coordinators when traveling to their region/state/city/town
- Host at least one alumni event in each region

## 2020

- Host at least one alumni event in each region

## 2021

- Host at least one alumni event in each region

*Point person(s) from the Alumni Activities Committee:*

*Point person on GSPP staff: Cecille Cabacungan or Sarah Baughn*

## **ALUMNI-TO-STUDENT SERVICES COMMITTEE**

### **1. Organize alumni to make phone calls to new admits to encourage the best possible class of GSPP students every year. (Priority #1 in GSPP's Priorities document.)**

- 2019-21: Coordinate with GSPP staff to match new admits with GSPP alumni volunteers in order to make calls of the highest possible value to new admits, with the goal of admits' matriculation at GSPP. Encourage GSPP alumni (including Alumni Board members) to volunteer to make calls.

*Point person(s) on Alumni-to-Student Services Committee: Brenda Munoz and Chloe Brown*

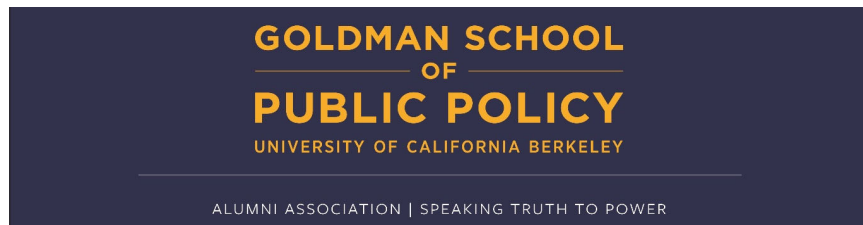
*Point person on GSPP staff: Cecille Cabacungan*

### **2. Develop and maintain trusted relationships with student body representatives to identify needs that alumni can help meet.**

- 2019-21: Conduct outreach once a semester to student-organization leadership and class reps to take the pulse of the student body, to understand student needs, to explain the role of GSPPAA, and to find ways for the GSPPAA to support the current student body. Report back to the GSPPAA Board via email following those meetings.

*Point person(s) on Student Services Committee: Chloe Brown*

*Point person on GSPP staff: Martha Chavez*



**3. Lead outreach to the alumni community to facilitate submitting IPA, APA, summer internship and full-time job opportunities. (Priority #4 in GSPP's Priorities document.)**

- 2019-21: When contacted by School staff with word that students have begun looking for IPAs and APAs/CAP, send messages to Regional Coordinators, Class Coordinators, and social media networks to encourage alumni (and people in their networks) to identify workplace needs that could be met by an IPA or APA/CAP. Provide contact information that alumni can use to submit IPA, APA/CAP, summer internship, and full-time job opportunities to the School.

*Point person(s) on Student Services Committee: Andy Lomeli*

*Point person on GSPP staff: Cecille Cabacungan*

**4. Support GSPP's endeavor to support increased student and faculty diversity by helping recruit students from backgrounds historically underrepresented in professional school education. (Priority #3 in GSPP's Call to Action document.)**

- 2019-21: Support students' requesting more specialized curriculum. This includes helping to gather input from Goldman School alumni from diverse personal and professional backgrounds with experience in human-centered policy design. The perspectives of these alumni can enrich the curriculum by introducing a focus on policy implementation as well as contending with unintended consequences of public policy.
- 2019-21: Once per year when requested by School staff, develop a spreadsheet of diverse internal and external organizations (e.g. professionals of color networks, multicultural centers and affinity organizations at colleges and universities including UC and CSU campuses, career services offices and other organizations at Historically Black Colleges and Universities and Hispanic Serving Institutions, employer organizations serving employees of color, etc.) that will yield diverse candidates for the School's academic programs.
- 2019-20: Work with existing students and recent graduates to determine and operationalize ways GSPPAA can support students from backgrounds historically underrepresented in professional school education

*Point person on Governance and Development Committee: Brittaney Carter*

*Point person on GSPP staff: Martha Chavez*

## **GOVERNANCE COMMITTEE**

### **1. Orient new Board members.**

- 2019-22: The Governance Committee shall maintain effective orientation materials and provide them to new Board members at the outset of each Board year, along with some kind of individualized contact to help mentor new Board members (i.e. phone call, coffee date, etc.).

*Point person on Governance Committee: Ginny Fang*

*Point person on GSPP staff: Cecille Cabacungan*

### **2. Ensure that Alumni Activities Committee and Alumni-to-Student Services Committee are on track to meet the objectives established in the strategic plan.**

- 2019-22: The Governance Committee shall play an accountability role, periodically reaching out to ensure that each committee is on track to achieve the objectives laid out in the strategic plan for the year in question.

*Point person on Governance Committee: Shelly Gehshan*

*Point person on GSPP staff: Martha Chavez*

### **3. Continue 100% GSPPAA Board giving to the School. (Priority #2 in GSPP's Priorities document.)**

- 2019-22: Ensure 100% GSPPAA Board giving at a level that is meaningful to each individual GSPPAA Board member each fiscal year.
- 2019-22: Echo Big Give fundraising push by having each board member send emails to their cohorts
- 2019-22: Work with the staff to develop a culture of giving among alumni in support of GSPP; develop more mechanisms to raise funds

*Point person on GSPPAA: Ashley Bliss Lima*

*Point person on GSPP staff: Development Team Member, Sarah Baughn*

### **4. Recruit a slate of candidates for each year's Board election.**

- 2019-22: The Governance Committee shall work with GSPPAA Board members, the GSPP alumni community at large, and School staff to identify a body of alumni qualified for service on the GSPPAA Board. Governance Committee members shall reach out to that body of alumni to encourage their candidacies, with the goal of having two candidates for every vacancy on the Board. The Governance Committee shall impress upon candidates the level of commitment and amount of time that is necessary to be a successful GSPPAA Board member.

*Point people on Governance Committee: Shelly Gehshan, Kurston Cook, and other board volunteers as requested*

*Point person on GSPP staff: Cecille Cabacungan*

**5. Develop the next strategic plan; update metrics and point persons responsible annually.**

- 2019-22: The Governance Committee shall work with committees to establish metrics and evaluate progress towards them
- 2020-2021: Update the goals and metrics of this strategic plan
- 2021-2022: The Governance Committee will consult with the board, alumni, students, and School staff about the appropriate goals for the next three-year strategic plan. The Governance Committee shall work with the board to draft a new strategic plan, seeking contributions from the parties it feels are appropriate, with the goal of approval in January 2022.

*Point person on Governance Committee: Ginny Fang*

*Point person on GSPP staff: Martha Chavez*

**6. Develop a broader engagement culture and plan**

- Work with the full board to develop an engagement plan with a calendar and to-do list
  - Craft and deliver a ‘welcome to the association’ letter to graduating students every Spring
- Conduct a brief survey of other policy or professional schools’ alumni associations to learn what has worked for them to stimulate and sustain engagement among alumni

*Point person on Governance Committee: Kurston Cook on engagement plan; Shelly Gehshan on survey*

*Point person on GSPP staff: Martha Chavez*