George Mason University | School of Policy, Government, and International Affairs

ALUMNI CHAPTER STRATEGY
2015 - 2018

The School of Policy, Government, and International Affairs (SPGIA) was formed in 2014 from the merger of Mason's School of Public Policy and the Department of Public and International Affairs, creating the preeminent school of its type in the National Capital Region. The combined alumni network includes over 13,000 active and influential professionals in a variety of fields.

The School welcomes the creation of a Strategic Plan for the SPGIA Alumni Chapter and looks forward to enhanced cooperation with the Chapter, engaging in partnerships that provide continued support and development opportunities to alumni and recognizing the alumni as a critical partner in achieving the goals of the School and University, more broadly.

Mark J. Rozell
Acting Dean

Alumni associated with Mason's SPGIA are a highly visible presence as decision-makers, policy innovators, and civic leaders, catalyzing positive change in their local communities, throughout the county, and across the globe. As an Alumni Chapter, we seek to identify ways to provide continued support to our alumni long after graduation and enhance the value of their SPGIA degrees. Building off the School's own Strategic Plan, this inaugural Strategic Plan for the Alumni Chapter outlines how the Chapter will accomplish its mission to serve the alumni; act as a voice of the alumni community; and support the School, its students, and its Mission.

We look forward to working closely with our alumni base to accomplish the enclosed goals and welcome all alumni with comments, suggestions, or a desire to get involved to contact the Chapter for more information.

Alison Germak
Alumni Chapter President

2015-2018 Strategy at a Glance

Mission: *The Alumni Chapter exists to serve all alumni of the School of Policy, Government, and International Affairs, to act as the voice of the alumni community, and to support the School, its students, and its Mission.*

To accomplish this, the Alumni Chapter will:

Establish Meaningful Alumni and Student Engagement
- Objective 1: Provide unique events, services, and programs to alumni and students
- Objective 2: Be the center of alumni communications, both domestic and abroad
- Objective 3: Recognize and promote alumni accomplishments
- Objective 4: Develop and implement innovative ideas to benefit alumni and students

Increase Fundraising Support
- Objective 1: Increase alumni giving
- Objective 2: Achieve financial self-sufficiency
- Objective 3: Promote endowments for Scholarships, Research Centers, and other priorities
- Objective 4: Identify, develop, and nurture long-term partnerships

Enhance Chapter Operations
- Objective 1: Diversify board membership and broaden board participation
- Objective 2: Identify and execute best operational practices
- Objective 3: Support and cooperate with key school and university administrators, faculty, and associations

Establish Meaningful Alumni and Student Engagement

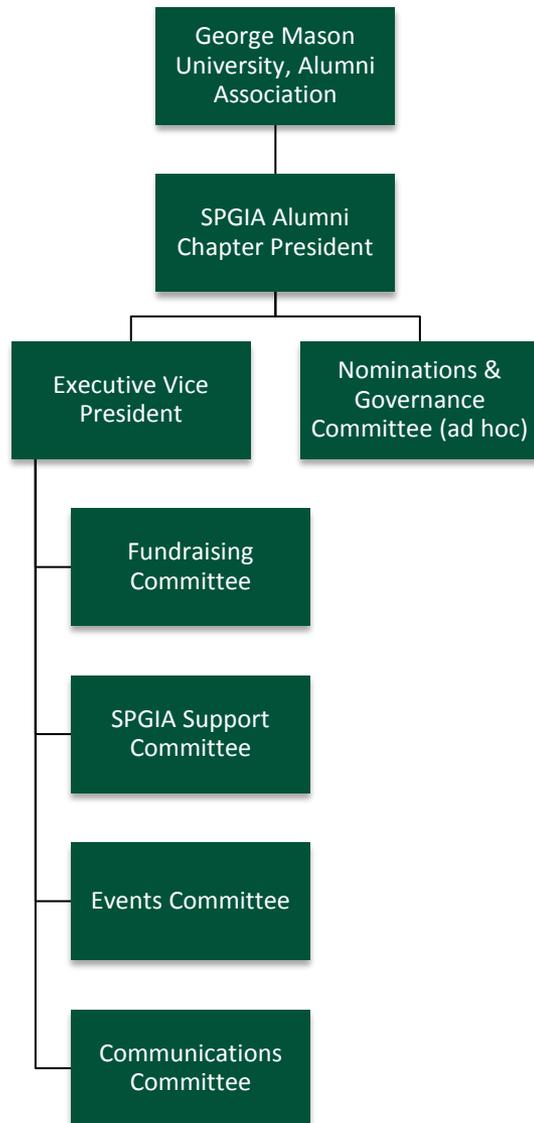| Objective	Desired Result	Responsible Committee or Officer
1: Provide unique events, services, and programs to alumni and students	• Consistent delivery of high-quality events • Services that meet both alumni and student needs • Programs that inspire demand	SPGIA Support, Events
2: Be the center of alumni communications, both domestic and abroad	• Increased alumni communication • Nexus of valuable and informative content	Communications
3: Recognize and promote alumni accomplishments	• Greater visibility and stature of alumni • Increased profile of the school	Events, Communications
4: Develop and implement innovative ideas to benefit alumni and students	• Dynamic solutions to meet evolving needs	SPGIA Support, Events

Increase Fundraising Support

Objective	Desired Result	Responsible Committee or Officer
1: Increase alumni giving	• Diverse giving opportunities • Increased revenue stream • Relationships with more alumni	Fundraising
2: Achieve financial self-sufficiency	• Optimal utilization of revenue streams	Fundraising
3: Promote endowments for Scholarships, Research Centers, and other priorities	• Raising and closing significant endowments • Targeted partnerships	Fundraising
4: Identify, develop, and nurture long-term partnerships	• Increase in gifts large and small • Multi-faceted partnerships	Fundraising

Enhance Chapter Operations

Objective	Desired Result	Responsible Committee or Officer
1: Diversify board membership and broaden board participation	• Active participation of minorities and women • Variety of graduate programs and professional experiences represented • Robust pipeline of future board members	Nominations
2: Identify and execute best operational practices	• Smooth and productive operations • Efficient use of resources • Continuous improvement	President / Executive Vice President
3: Support and cooperate with key school and university administrators, faculty, and associations	• Mutually-beneficial relationships • Joint events and marketing • Outcome-focused engagement	SPGIA Support, Communications

Organization Chart

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┌─────────────────────┐
│   George Mason       │
│  University, Alumni  │
│     Association      │
└──────────┬──────────┘
           │
┌──────────┴──────────┐
│   SPGIA Alumni       │
│  Chapter President   │
└──────────┬──────────┘
           │
     ┌─────┴─────────────────┐
┌────┴──────────┐    ┌────────┴──────────┐
│ Executive Vice│    │  Nominations &    │
│  President    │    │   Governance      │
└────┬──────────┘    │ Committee (ad hoc)│
     │               └───────────────────┘
     ├──────┐
     │  ┌───┴──────────┐
     │  │ Fundraising  │
     │  │  Committee   │
     │  └──────────────┘
     │
     ├──────┐
     │  ┌───┴──────────┐
     │  │ SPGIA Support│
     │  │  Committee   │
     │  └──────────────┘
     │
     ├──────┐
     │  ┌───┴──────────────┐
     │  │ Events Committee │
     │  └──────────────────┘
     │
     └──────┐
        ┌───┴──────────┐
        │Communications│
        │  Committee   │
        └──────────────┘
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Online Presence

VISIT… the Alumni Chapter webpage

http://spgia.gmu.edu/alumni/spgia-alumni-leadership-and-chapter/

EMAIL…via our contact form with comments or questions

http://spgia.gmu.edu/alumni/update-your-information/

CONNECT… with us on Facebook and Linked In

GMU School of Policy, Government, and International Affairs Alumni Chapter

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