

TSUNAA

TENNESSEE STATE UNIVERSITY NATIONAL ALUMNI ASSOCIATION

Strategic

Priority #1

Support Increased Alumni Giving to Tennessee State University

Objective #1: Encourage TSUNAA chapters to establish and grow restricted and/or endowed accounts in the TSU Foundation.

Objective #2: Encourage all members of the TSUNAA to be active annual givers to the TSU Foundation.

Objective #3: Encourage alumni chapters to contribute to specific TSU campus facility and program needs.

Strategic

Priority #2

Connect Alumni with Tennessee State University and Each Other

Objective #1: Create valuable TSUNAA sponsored events featuring interesting and innovative Alumni, via virtual and live venues,

Objective #2: Increase TSU's recognized national, regional, and local brand as a premier public university through all social media platforms.

Objective #3: Create and implement an Alumni Meet-up Model that encourages Alumni to serve and network with other TSU Alumni.

Strategic

Priority #3

Support a Strong Alumni Association

Objective #1: Attract new members and sustain current memberships.

Objective #2: Update TSUNAA perks and engagement strategies.

Objective #3: Advocate TSU's cause to the State of Tennessee, the Tennessee Board of Regents, citizens of the region, local communities, students, faculty and parents.

Strategic

Priority #4

Cultivate Students and Young Alumni to Serve Tennessee State University

Objective #1: Create innovative and intriguing alumni sponsored programming to develop and engage pre-alumni.

Objective #2: Adopt and promote the Big Blue Giveaway as TSUNAA's model for creative care/giving, and interaction with undergraduates.

Objective #3: Create and implement a pre-alumni/undergraduate volunteer model as well as volunteer opportunities that allow undergraduates to serve and network with Alumni.