

UC Berkeley Goldman School of Public Policy Alumni Association Strategic Plan: January 2016 – January 2019

Purpose

The Goldman School of Public Policy Alumni Association (GSPPAA) and its 15-member Board was formed in 1999 to help the Goldman School of Public Policy (GSPP) more effectively engage the School's alumni in promoting the School and enriching the student and alumni experience. This Strategic Plan describes how the GSPPAA will serve current students, alumni, and the School in the three year period from January 2016 to January 2019.

The GSPPAA Board is governed by the GSPPAA Constitution and By-Laws. The GSPPAA Board is led by a Chair, Vice-Chair, and Secretary-Treasurer.

Committee Structure

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

- Alumni Activities Committee: Responsible for facilitating alumni engagement with each other, with the School, and with the current students, primarily through the development and oversight of regional alumni networks and a network of class coordinators responsible for facilitating class reunions and other programs.
- Student Services Committee: Works with the school to enrich the lives of GSPP students by helping recruit new admits, encouraging alumni to sponsor IPAs and APAs, facilitating the employment of summer interns and GSPP graduates, and providing networking and advising opportunities for students and alumni who enjoy shared professional interests.
- Governance and Development Committee: Supports and improves the infrastructure of GSPPAA by doing forward-looking planning, assisting in holding other GSPPAA committees accountable to the goals 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.

Each project of each committee will have one or more committee members assigned to it who will be responsible for achieving the objectives of that 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 2016 – January 2019

ALUMNI ACTIVITIES COMMITTEE

(1) 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:

- 2016: Identify Regional Coordinators in 4 regions (targets: Bay Area, Los Angeles, New York, Washington D.C., Seattle, Portland, Sacramento, Boston, Chicago, and at least one other country).
- 2016: Support Regional Coordinators with opportunities for communication between Coordinators and the Alumni Activities Committee and between Coordinators themselves (e.g. bi-annual conference calls or annual conference), in order to share ideas and best practices.
- 2016: Facilitate communication between Regional Coordinators and School staff so that Regional Coordinators are equipped to contact all alumni in their region.
- 2017: At least one alumni event in each of the 4 regions already identified.
- 2017: Identify Regional Coordinators in 4 additional regions.
- 2018: At least one alumni event in all 8 regions identified.
- 2018: Strive to obtain alumni resources sufficient to pay a graduate student intern who will support Regional Coordinators.

*Point person(s) from the Alumni Activities Committee: Jay Liao and Armando Salcedo Cisneros
Point person on GSPP staff: Cecille Cabacungan*

(2) Expand and support Class Coordinators in order to facilitate various alumni activities and to plan class reunions. (Priority #6 in GSPP's Call to Action document.)

Class Coordinators will be a cohort-based infrastructure for alumni engagement. A Class Coordinator will be his or her class's conduit to the GSPPAA Board and the School, will facilitate alumni activities and giving to the School, and will lead the organization of class reunions. Over the next three years, the Alumni Activities Committee will:

- 2016: Attempt to recruit class coordinator(s) for classes currently 4, 9, 14, 19, 24, 29, 34, and 39 years removed from graduation from GSPP, with the hope that those class coordinators will communicate with their cohort, update contact lists, help get APA/IPA topics for current students, and lead on the planning of class reunions the following year.

- 2017: Support identified class coordinators in the planning and execution of class reunions, ideally at the same location on the same weekend in order to save on costs and minimize logistical difficulty. If there is an alumni dinner hosted by the school, target that weekend.
- 2017: Attempt to recruit a new group of class coordinators who are 4, 9, 14, 19, 24, 29, 34, and 39 years removed from graduation from GSPP.
- 2018: Support new class coordinators in the planning and execution of class reunions, ideally at the same location on the same weekend in order to save on costs and minimize logistically difficulty. If there is an alumni dinner hosted by the school, target that weekend.
- 2018: Attempt to recruit a new group of class coordinators who are 4, 9, 14, 19, 24, 29, 34, and 39 years removed from graduation from GSPP.

Point person(s) from Alumni Activities Committee: Maureen Friar and Jamie Chadam

Point person on GSPP staff: Cecille Cabacungan and Development Team Member (TBD)

(3) Use regional and class coordinators to facilitate other forms of alumni engagement with the School.

- 2016-18: Work with Class Coordinators and Regional Coordinators to encourage alumni contacted by those Coordinators to follow the School's social media platforms and to spread information about planned School activities and giving opportunities.
- 2016-18: Work with Coordinators to spread information about MPA enrollment. (Priority #5 in GSPP's Call to Action document.)

Point person(s) on Alumni Activities Committee: Shelly and Ginny

Point person on GSPP staff: Bora Reed and Meg St. John (MPA)

STUDENT SERVICES COMMITTEE

(1) Continue to make phone calls to new admits to show alumni support for the student body and to encourage the best possible class of GSPP students every year. (Priority #1 in GSPP's Call to Action document.)

- 2016-18: Coordinate with GSPP staff to match new admits with GSPP alumni volunteers in order to make the highest value calls possible to 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 Student Services Committee: Adam Nguyen

Point person on GSPP staff: Cecille Cabacungan

(2) Meet consistently with class reps.

- 2016-18: Meet once per semester with 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: Swati Pande, Heather Kinlaw

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 Call to Action document.)

- 2016-18: When contacted by School staff with word that students have begun looking for IPAs and APAs, 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. Provide contact information that alumni can use to submit IPA, APA, summer internship, and full-time job opportunities to the School.

Point person(s) on Student Services Committee: Kathy Wilson

Point person on GSPP staff: Cecille Cabacungan

(4) Evaluate the effectiveness of social networks to foster connections between students and alumni.

- 2016: Complete an analysis of how other professional schools use social media to engage their alumni. Identify the right social media platforms and social media strategies to maximize alumni engagement with the School, with each other, and with current students.
- 2017-18: Begin implementing the strategies identified.

Point person(s) on Student Services Committee: Sarah Martin-Anderson

Point person on GSPP staff: Cecille Cabacungan

(5) Establish an Alumni Advising Program (AAP).

Face-to-face contact between students and alumni will emphasize for students that the GSPP alumni community is ready to support them and establish for students the value of GSPPAA. The Student Services Committee will experiment with an Alumni Advising Program (AAP) that will test out various face-to-face models, including a summer component for 2016, and evaluate those models with the hope of finalizing a successful program by 2018.

- Spring 2016: Begin on a small scale with current Board members meeting students informally, on campus. Evaluate usefulness after first round of visits.
- Fall 2016: Modify format based on results from Spring pilot program.
- 2017-18: Modify and continue the Alumni Advising program as the committee, the School, and student class reps sees fit.

Point person(s) on Student Services Committee: Heather Kinlaw

Point person on GSPP staff: Career Services Team Member TBD

GOVERNANCE AND DEVELOPMENT COMMITTEE

(1) Orient new Board members.

- 2016-18: 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 and Development Committee: Mark Hoffman

Point person on GSPP staff: Cecille Cabacungan

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

- 2016-18: The Governance Committee shall play a continuous accountability role, ensuring 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 and Development Committee: Jonathan Stein

Point person on GSPP staff: Martha Chavez

(3) Support GSPP's endeavor to support increased student and faculty diversity and to create a welcoming and inclusive School climate in which students from backgrounds historically underrepresented in professional school education can thrive. (Priority #3 in GSPP's Call to Action document.)

- 2016-18: 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.
- 2016-17: 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: Brittany Carter

Point person on GSPP staff: Martha Chavez

(4) Continue 100% GSPPAA Board giving to the School. (Priority #2 in GSPP's Call to Action document.)

- 2016-18: Ensure 100% GSPPAA Board giving at a level that is meaningful to each individual GSPPAA Board member each fiscal year.

Point person on Governance and Development Committee: Ginny Fang

Point person on GSPP staff: Development Team Member (TBD)

(5) Recruit a slate of candidates for each year’s Board election.

- 2016-18: 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 outreach to that body of alumni to encourage their candidacies, with the goal of having two candidates for every vacancies 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 and Development Committee: Mark Hoffman and Clare Nolan

Point person on GSPP staff: Cecille Cabacungan

(6) Compile the next strategic plan.

- 2018: The Governance Committee shall evaluate the progress the GSPPAA Board has made toward the goals of this strategic plan and consult with alumni, students, and School staff about the appropriate goals for a new three-year strategic plan. The Governance Committee shall draft a new strategic plan, seeking contributions from the parties it feels are appropriate, with the goal of approval in January 2018.

Point person on Governance and Development Committee: Jonathan Stein

Point person on GSPP staff: Martha Chavez

(7) Periodically conduct surveys of the GSPP alumni as well as the alumni programs at other graduate schools to ensure the GSPPAA is learning all it can from its membership and its marketplace.

- 2017: Develop and issue survey so that survey results are available when next strategic plan is drafted in 2018.

Point person on Governance and Development Committee: Clare Nolan

Point person on GSPP staff: Martha Chavez

APPENDIX: COMPILATION OF ALL GSPPA COMMITTEE ACTIVITIES 2016, 2017, AND 2018

Committee	Program	Committee Point Person	School Point Person
Alumni Activities	Expand and support Regional Coordinators	Jay Liao, Armando Salcedo Cisneros	Cecille Cabacungan
Alumni Activities	Expand and support Class Coordinators in order to facilitate 10-, 20-, 30-, and 40-year reunions every year	Maureen Friar and Jamie Chadam	Cecille Cabacungan, Development Team Member (TBD)
Alumni Activities	Use regional and class coordinators to facilitate other forms of alumni engagement with the School	Shelly Gehshan and Ginny Fang	Bora Reed and Meg St. John (MPA)
Student Services	Continue to make phone calls to new admits	Adam Nguyen	Cecille Cabacungan
Student Services	Meet consistently with class reps	Swati Pande, Heather Kinlaw	Martha Chavez
Student Services	Lead outreach to the alumni community to facilitate submitting IPA, APA, summer internship and full-time job opportunities	Kathy Wilson	Cecille Cabacungan
Student Services	Evaluate the effectiveness of and expand LinkedIn networks	Sarah Martin-Anderson	Cecille Cabacungan
Student Services	Establish an Alumni Advising Program (AAP)	Heather Kinlaw	Career Services Team Member – TBD
Governance and Development	Orient new Board members	Mark Hoffman	Cecille Cabacungan
Governance and Development	Ensure that Alumni Activities and Development Committee and Student Services Committee are on track to meet the objectives established in the strategic plan	Jonathan Stein	Martha Chavez

Governance and Development	Support GSPP's endeavor to increase diversity	Brittany Carter	Martha Chavez
Governance and Development	Continue 100% GSPPAA Board giving to the School	Ginny Fang	Development Team Member – TBD
Governance and Development	Recruit a slate of candidates for each year's Board election	Mark Hoffman and Clare Nolan	Cecille Cabacungan
Governance and Development	Prepare for the next strategic plan	Jonathan Stein	Martha Chavez
Governance and Development	Conduct surveys, as needed, of the alumni body and of other graduate schools to ensure we are being as responsive and relevant as possible	Clare Nolan	Martha Chavez