



CALIFORNIA STATE UNIVERSITY
LOS ANGELES
ALUMNI ASSOCIATION

STRATEGIC PLAN
2021-2024

Strategic Planning Task Force
CALSTATE L.A. ALUMNI ASSOCIATION

GOALS

Engagement

Of alumni, students, campus allies and our global community.

- Objective 1: To provide and support activities that foster relationships, increase participation, and encourage lifelong involvement.
- Objective 2: Leverage multiple communication channels to reach an international and diverse community.
- Objective 3: Cultivate and retain revenue generating partnerships with corporate sponsors.
- Objective 4: Continue to provide virtual programs and events by remaining current with technology as a tool of engagement.



Service

To transform lives by supporting the advancement of alumni, students, and the university.

- Objective 1: Provide benefits and services that advance professional development, personal growth and wellness.
- Objective 2: Increase the number of volunteer leaders through affinity-based networks, programs, and committees of the alumni association.
- Objective 3: Advance the mission of the Cal State LA Strategic Plan, the goals of the "WE ARE LA" campaign, and support university programs and milestone celebrations such as the 75th anniversary in 2022.

Public Good

For the betterment of our community.

- Objective 1: Identify opportunities for individuals to participate in the philanthropic culture of the university.
- Objective 2: Partner with campus allies to collaborate on programs that support the public good.
- Objective 3: Represent the values of the university as ambassadors and advocates.
- Objective 4: Celebrate diversity by recognizing various communities during national observances.

GOALS & OBJECTIVES

GOAL: ENGAGEMENT of alumni, students, campus allies, and our global community

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