



ALUMNI
ASSOCIATION

STRATEGIC PLAN

2025-2030

Then. Now. Forever.

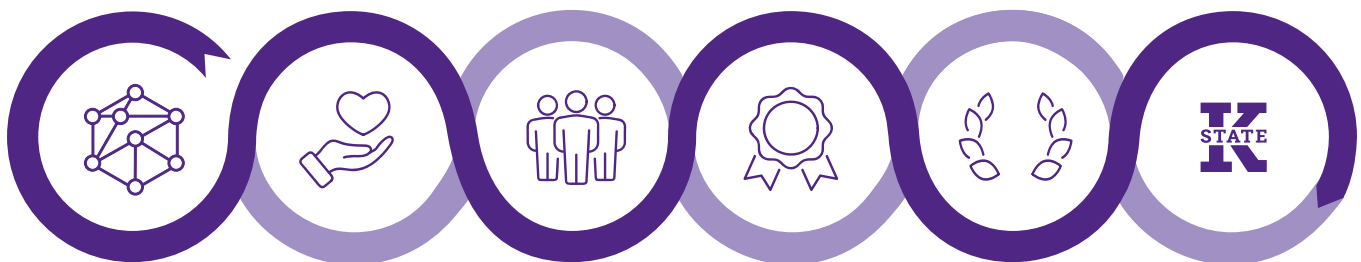
Founded in 1874, the K-State Alumni Association serves as the connection for all K-Staters, including alumni, students, faculty, staff and friends. A self-governed, nonprofit organization, the Association is the independent voice of the K-State community.

The Alumni Association, through our passionate and loyal membership base, proudly supports Kansas State University, its land-grant mission and its collaborative partnerships through a variety of ways. We are K-State's number one advocate, the keepers of tradition and a trusted entity. The strategic plan below will further assist in the achievement of the goals for Next-Gen K-State.

OUR MISSION STATEMENT

**“ WE REACH, CONNECT AND SERVE ALL
MEMBERS OF OUR K-STATE COMMUNITY. ”**

OUR CORE VALUES



CONNECTION

INTEGRITY

BELONGING

EXCELLENCE

TRADITION

PURPLE



STRATEGIC PRIORITIES

to Reach, Connect and Serve:

CONNECT ALUMNI AND FRIENDS

- ✓ Maintain and celebrate the rich history and tradition of our great university.
- ✓ Continue to welcome all people and strive towards creating a sense of belonging in all we do.
- ✓ Provide quality and meaningful ways to improve and increase our engagement with the K-State community through premier events and experiences.
- ✓ Raise awareness of our brand by connecting with alumni, friends and current students through innovative outreach and personalized communications efforts.
- ✓ Be innovative in our processes, engagement tactics and systems.
- ✓ Elevate the K-State experience. (We bring the FUN!)

CREATE OPPORTUNITIES THAT REACH, CONNECT AND SERVE STUDENTS AND CAMPUS PARTNERS

- ✓ Foster greater awareness of the incredible value and assets the Alumni Association creates for Kansas State University and all K-Staters.
- ✓ Continue to provide/host events and experiences that raise scholarship dollars for K-State students.
- ✓ Enrich and enhance the student experience.
- ✓ Be a valuable campus partner to the university, K-State Athletics and the KSU Foundation.
- ✓ Champion the independent voice of K-Staters everywhere and serve as a university advocate.

ENHANCE REVENUE AND RESOURCES TO SUPPORT THE ALUMNI ASSOCIATION

- ✓ Increase awareness of and the benefits associated with membership to retain and grow our member base.
- ✓ Increase other revenue sources.
- ✓ Increase Tradition Founders annual fund gift totals to \$1M annually by 2030, a 43% increase from FY24.
- ✓ Modernize the Alumni Center to make it a premier event venue by 2027.
- ✓ Substantially increase overall Alumni Association endowment commitments by 2030.
- ✓ Invest in our staff through culture, personal and professional development, while rewarding our team for reaching milestones.

