



- Our mission is to engage and enrich alumni and students and to support and advance the University of Pittsburgh.
- We will be the gateway for a global network of alumni and students who champion the University of Pittsburgh and each other.
- We value accountability, diversity, excellence, relationships and traditions.

STRATEGIC INITIATIVE AREAS

Growth

Expand and connect the alumni base

- Build a U.S. regional presence through development of regional representatives
- Develop a virtual “Alumni Welcome Center” and alumni assistance call group
- Increase the number of alumni clubs and councils while increasing retention of engaged alumni
- Increase collaboration with schools, colleges, and regional campuses
- Grow alumni membership base through student engagement
- Develop an international alumni presence

Value

Fulfillment of the needs of alumni and students through programming and University resources

- Develop an alumni interactive website/ portal within the “Welcome Center” to provide access to PAA services
- Enhance the Pitt experience during University programs
- Develop and expand affinity programs
- Facilitate networking opportunities between alumni and students
- Develop funding infrastructure for scholarship opportunities

Advocacy

Support the activities and promote the accomplishments of the University by engaging alumni in the activities and fostering passion for their University

- Leverage strength in communication to assist University partners
- Leverage strength in event management to assist University partners
- Develop infrastructure to identify and respond to the need of departments, schools, colleges, and regional campuses
- Advocate for the interests of the University
- Preserve Pitt’s traditions and embrace new traditions for future generations

Brand

Building, living, and communicating, a consistent presence

- Develop a value proposition for each of our key stakeholders
- Develop a clear and consistent brand for all alumni relations within the University
- Provide coordinated and strategic alumni communication
- Develop recognition programs to promote our alumni and the University

Sustainability

Build capacity to ensure our continued growth and success

- Invest in technology to leverage data and communication
- Develop internal communication procedures to operate more efficiently
- Recruit and develop staff with the skill-sets necessary to achieve our goals
- Acquire additional physical space to operate more effectively
- Develop our volunteers and engagement structure to enhance meaningful participation
- Provide the necessary financial stability that will allow us to succeed