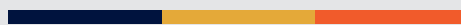




ALUMNI ASSOCIATION
ST. FRANCIS XAVIER UNIVERSITY

StFX Alumni Association Strategic Plan: 2023-2028



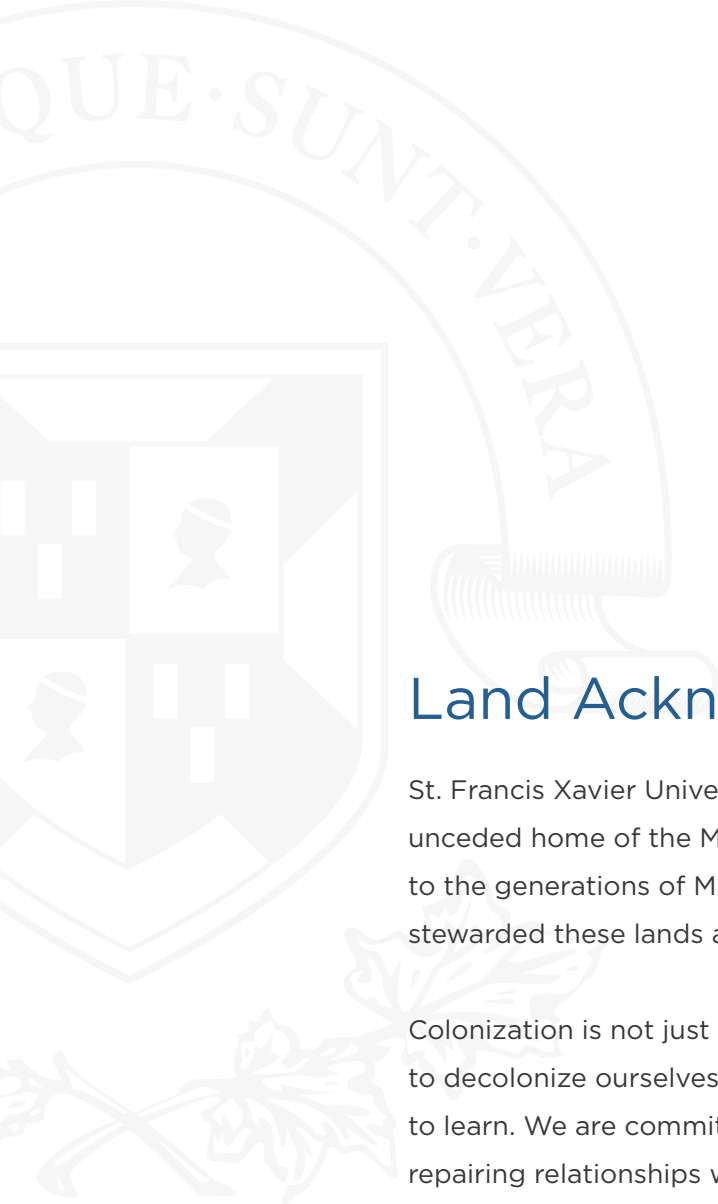
Turning our pride into action

This document is available in alternate formats, upon request.
Please contact us by email at AccessibilityPlan@stfx.ca

StFX University values equity, diversity, inclusion and accessibility (EDIA).

As an educational institution, we work proactively to embed practices related to equity, anti-racism and accessibility in all aspects of our university culture, curriculum, and experience. The woven fabric incorporated throughout our integrated planning framework is a representation of the collective commitment to engage in the work that must be done to achieve our vision: to build our University the Way It is Meant to Be.





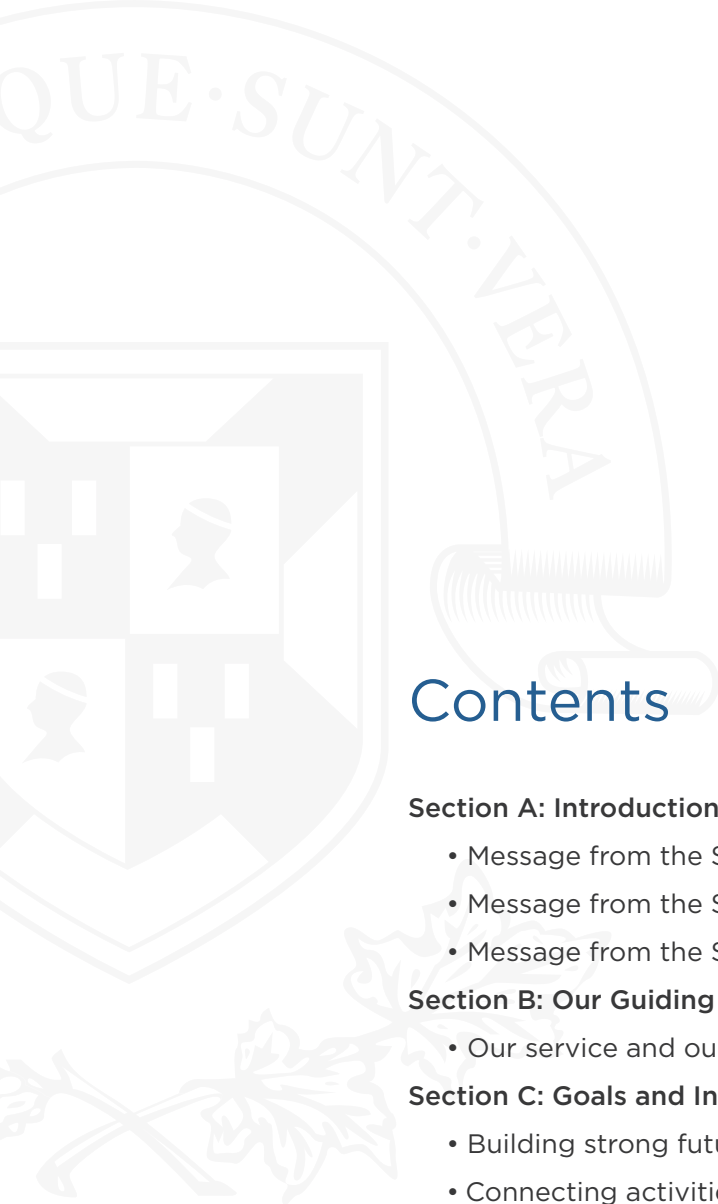
Land Acknowledgement

St. Francis Xavier University stands on the lands of Mi'kma'ki, the ancestral and unceded home of the Mi'kmaw. We express our deep gratitude and appreciation to the generations of Mi'kmaw who, since time immemorial, have loved and stewarded these lands and the beings who call them home.

Colonization is not just history; it exists in the present tense. While we strive to decolonize ourselves and our University, we know there is still much for us to learn. We are committed to doing the hard work of self-reflection and to repairing relationships with the Mi'kmaw on whose lands we reside, including embracing the Truth and Reconciliation Commission of Canada Calls to Action and embodying their spirit in our plans to move forward with our University.

Ms-t wiaqpulti'kl ankukamkewe'l | We are all treaty people





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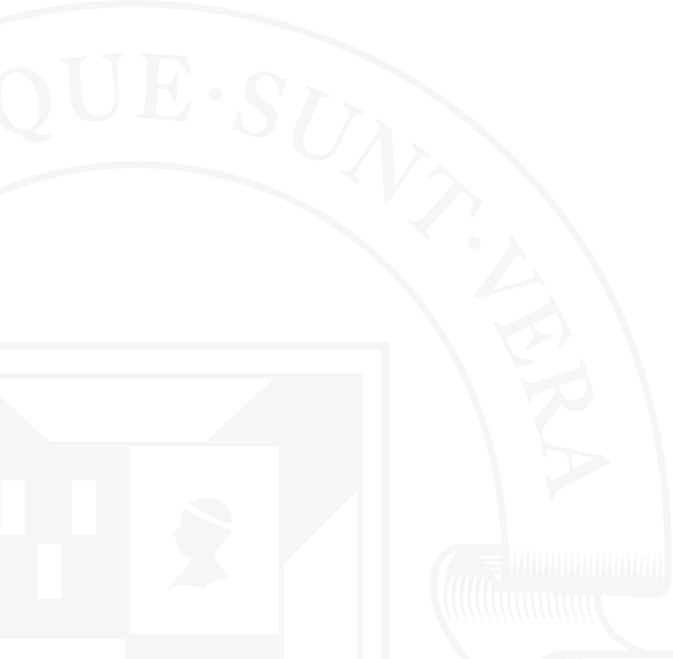
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Message from the StFX Alumni Association President

In the years since the start of our last strategic plan, the world looks a little bit different. We've experienced a pandemic, economic challenges, and social movements that forever changed us. Through it all, one of the constants has been our pride in being members of the Xaverian community.

Being Xaverian makes up a part of our being – it means that we are driven to serve, are deeply rooted, and are connected by an unbreakable bond in our affinity for StFX. It's time to be inspired by the challenges we've faced and build on our achievements of the past to begin to lay the blueprint for the successes of the future to ensure our Alumni Association, Canada's "most engaged alumni network", remains strong for years to come.

This 2023-2028 strategic plan reflects the voice of StFX alumni and your vision to "turn our pride and connection into action". In the next five years, we will be focused on:

- Building strong future connections with tomorrow's alumni
- Connecting activities to alumni needs such that our work continues to matter
- Becoming intentionally inclusive so that all alumni feel welcomed and valued in the Association
- Highlighting the Association so that our work and our impact is well-known and celebrated



As the President of your Alumni Association, I'm proud of the plan that we co-created. I'm proud of who we are as StFX alumni, and how we show up for each other and the Xaverian community, in both the good and the challenging times. I'm proud of the impact we will continue to make, together, as we carry out our mission to foster connections between alumni, and with the university. Quaecumque Sunt Vera.

Hail and health!

A handwritten signature in black ink that reads "Kath Sheridan". The signature is fluid and cursive, with the first name "Kath" and last name "Sheridan" clearly legible.

Kathleen Sheridan '15

President, StFX Alumni Association



Message from the StFX Vice-President, Advancement

StFX is a place like no other. Students come to StFX to further their education and they leave forever changed by the connections they've made, experiences they've had, and values they've lived. Our students grow into alumni that are worldwide ambassadors for the transformational power of an immersive StFX education.

Alumni are, without question, the best resource we have to achieve the strategic objectives of StFX which will then drive university enrolment and funding. By offering a helping hand in your communities, encouraging a current or prospective student, attending alumni events, or making a financial gift that aligns with your values and supports these objectives, you are helping StFX to grow and thrive.

The strategic priorities and initiatives laid out in this plan will work hand in hand with the university's strategic plan and support our institutional goals and values while also advancing our collective aim of growing the university. Over the next five years, we will continue to work together with the Alumni Association to encourage, elevate, and 'build our university the way it is meant to be'.

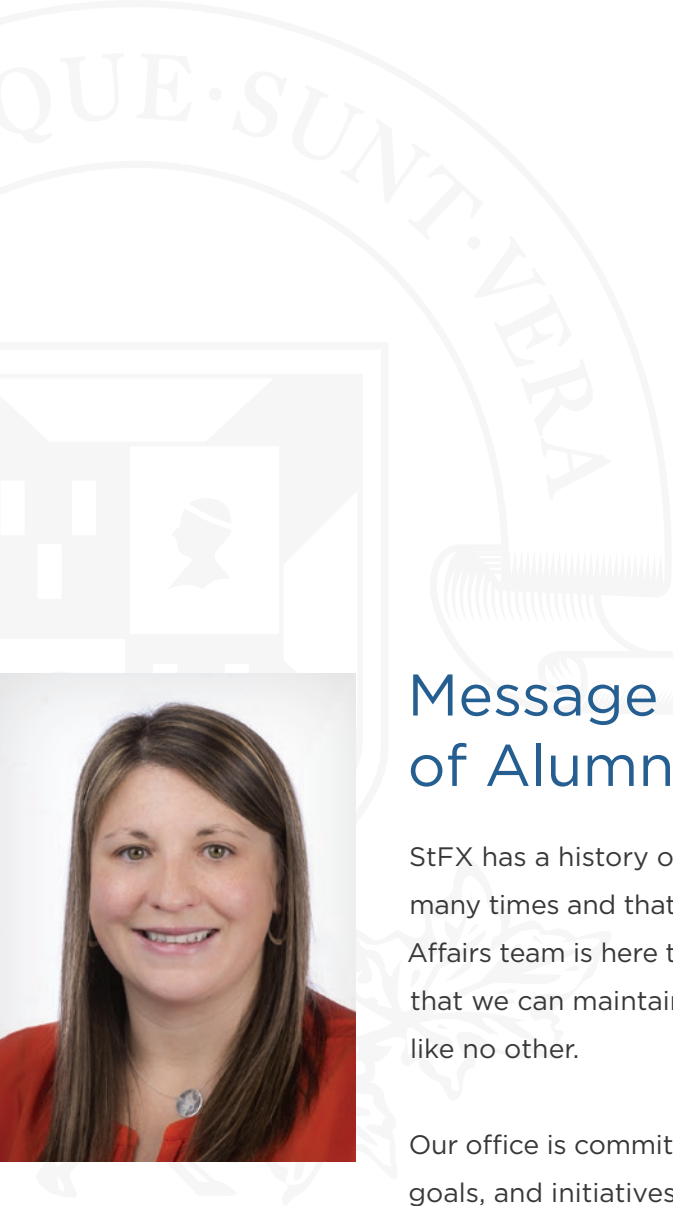


I am so excited for the work that lies ahead for our Alumni Association and our university. Focused and deliberate pursuit of the strategic objectives within each of the respective strategic plans will release so much potential within both organizations. I look forward to participating in this journey with you.

Hail and health!

A handwritten signature in blue ink, consisting of several overlapping loops and a long horizontal stroke extending to the right.

David Graham '92
Vice-President, Advancement



Message from the StFX Director of Alumni Affairs

StFX has a history of being #1. We've been #1 in alumni engagement in Canada many times and that's a trend that we are well-positioned to continue. Our Alumni Affairs team is here to support the important work of the Alumni Association such that we can maintain our reputation of being a place like no other, with alumni like no other.

Our office is committed to playing an active role in each of the strategic directions, goals, and initiatives framed in this five-year strategy document. When we work together to invest in alumni, this pays off in enrolment growth, student connection, and an exceptional university experience.

Your success is our success, and we are excited to stand shoulder-to-shoulder with you as you work to create a strong future for the Association.

A very special thank you to the alumni volunteers that played a part in the creation of the Association's new strategic plan. I look forward to watching the progression towards the goals outlined within this plan.

Hail and health!

A handwritten signature in black ink that reads "Shanna Hopkins".

Shanna Hopkins '01
Director, Alumni Affairs





Our Guiding Principles

LIVING OUR VALUES

WE ARE FOCUSED ON SERVICE

- o The **Alumni Association exists to serve the StFX Alumni Community and the University**
 - Through our focus on service, we support fundraising and recruitment efforts - we have a real impact on university growth.
 - In the spirit of good governance and financial sustainability, the Association will continue to explore ways to improve our reporting, budgeting, and affinity partnerships, in addition to examining new avenues, to ensure revenue growth for the future.

- o Our **constitution clearly calls out this focus**, as the Association is committed to:
 - “Advance and promote the best interests of the University through the ongoing support of its priorities and values”
 - “Be the voice of alumni and provide counsel to the University”
 - “Provide the best possible opportunities for alumni to connect with each other and with the University”

- o As we implement this strategic plan, **each step we take will be grounded in service and each action will be measured based on its positive impact to our various stakeholder groups.**



WE ARE PROUD TO BE XAVERIAN AND WE SHOW IT

- o This document can't stand alone – it is **critical that this strategy elevates the StFX vision and mission and its five institutional values** of being academically driven, EDIA (equality, diversity, inclusion, and accessibility), community, responsive, and demonstrating sustainability.
- o As we implement this strategic plan, **each step we take will be grounded in our commitment to the University** and what it stands for, and **each action will be measured based on its positive impact to our Xaverian community.**

WE ARE FOCUSED ON EDIA

- o It was critically important to our stakeholders that our strategy represent our focus on EDIA.
- o We have an opportunity and responsibility to demonstrate positive EDIA principles across the Alumni Association.
- o EDIA should be a foundational consideration in all of our Association activities, committees, and interactions.

Goals and Initiatives - Our Future Focus

THEME 1: BUILDING STRONG FUTURE CONNECTIONS

Recommended goals and initiatives



BUILDING STRONG FUTURE CONNECTIONS

StFX has a sense of community like no other. StFX grads have **unbreakable bonds** to the alumni community and want to **actively mentor and support** their fellow Xaverians.

The Association has an opportunity to serve **prospective and current students and thoughtfully mentor recent grads**. This will build a **strong pipeline** of active Association involvement and succession well into the future.

Goal:

SFC 1 **Grow alumni connections, professional and otherwise**

Initiatives:

SFC 1.1 Hold moderated career advancement alumni panel discussions

SFC 1.2 Expand and further establish the X-Connects mentorship program

Goal:

SFC 2 **Connect with current StFX students**

Initiatives:

SFC 2.1 Develop and deliver a suite of Alumni Association resources to meaningfully engage students in their final year of study

SFC 2.2 Facilitate chapter introductions for each student in their final year of study



THEME 2: CONNECTING ACTIVITIES TO ALUMNI NEEDS

Recommended goals and initiatives



CONNECTING ACTIVITIES TO ALUMNI NEEDS

StFX is known for its committed alumni network, people who proudly represent the Xaverian community wherever they go. In Canada, **StFX leads the pack** in alumni engagement.

The Association has an opportunity to maintain this level of engagement by **targeting events, activities, and delivery methods to specific alumni needs/preferences**. This will give the Association and its chapters greater impact.

Goal:	
CTN 1	Expand understanding of current + future alumni needs
Initiatives:	
CTN 1.1	Collect information to strengthen understanding of alumni context + needs
CTN 1.2	Create a summary profile of StFX grads for the next ~5 years

Goal:	
CTN 2	Expand chapter-based community engagement
Initiatives:	
CTN 2.1	Maintain an Association-moderated 'commitment, offer, request' form/portal
CTN 2.2	Celebrate chapter community volunteer and engagement activities

Goal:	
CTN 3	Strengthen chapter-to-chapter connections
Initiatives:	
CTN 3.1	Encourage chapter-to-chapter consistency by creating a shared resource and communication space for chapter leadership teams (<i>note: should include building chapter templates and resources</i>)
CTN 3.2	Strengthen chapter connections with, and accountability to, Alumni Association (<i>note: should include regular meetings, annual 'accountability' reporting to Association, chapter banking, etc.</i>)

THEME 3: BECOMING INTENTIONALLY INCLUSIVE

Recommended goals and initiatives



BECOMING INTENTIONALLY INCLUSIVE

The StFX Alumni Association, like StFX itself, is a **values-driven organization**. The Alumni Association Constitution emphasizes our **commitment to relationship, community, service, leadership, excellence, and inclusivity**.

The Association has an opportunity and a responsibility to be **intentionally inclusive** in its activities. Everyone should feel a **safe sense of place** in the Association and see themselves in its work.

Goal:	
BII 1	Demonstrate equity, diversity, inclusion, and accessibility (EDIA) in the Alumni Association
Initiatives:	
BII 1.1	Establish an EDIA Committee in the Alumni Association structure <i>(consider engaging StFX EDIA advisors for guidance)</i>
BII 1.2	Deliver recurring EDIA training for Alumni Association Council members and chapter leaders
BII 1.3	Demonstrate EDIA throughout Association governance and related documents
BII 1.4	Demonstrate EDIA throughout chapter activities and events
Goal:	
BII 2	Create affinity-based Alumni groups <i>(dependent on start of CTN 3)</i>
Initiatives:	
BII 2.1	Create Alumni Association groups that align with various equity-seeking groups
BII 2.2	Create Alumni Association groups that are industry specific

THEME 4: HIGHLIGHTING THE ASSOCIATION

Recommended goals and initiatives



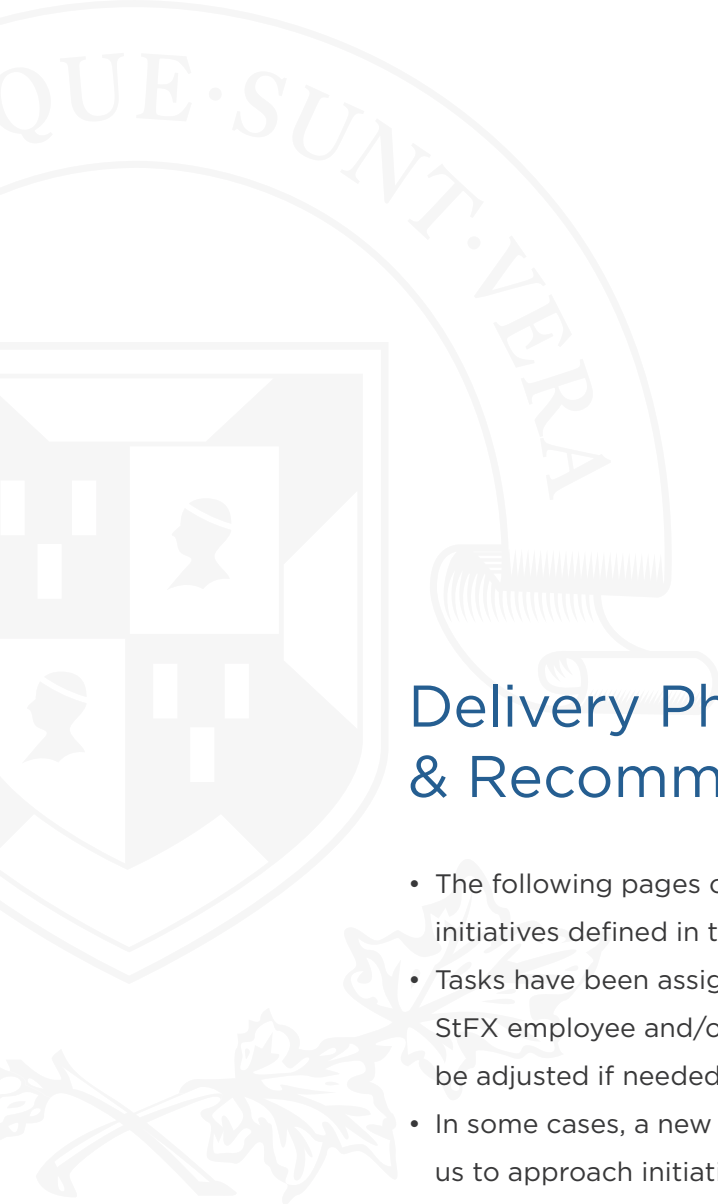
HIGHLIGHTING THE ASSOCIATION

The StFX Alumni Association is a group of committed volunteers who give of their time and talents to **foster a connected alumni network**.

The Association has an opportunity to **widely share information about its mandate, responsibilities, goals, and activities**. This could **drive increased participation** in Association events and **more interest in Association leadership roles**.

Goal:	
HTA 1	Build strong and streamlined Association processes and resources
Initiatives:	
HTA 1.1	Create Association and chapter leadership succession planning principles and toolkits
HTA 1.2	Demonstrate accountability to Association members through transparent and frequent information sharing
HTA 1.3	Align Association governance and committee structures with alumni needs <i>(note: may require governance documents to be reviewed and/or adjusted)</i>

Goal:	
HTA 2	Create a comprehensive Association digital marketing strategy
Initiatives:	
HTA 2.1	Create a full suite of 'about the Association' digital resources <i>(note: should highlight Association membership, benefits to alumni, the ways the university benefits from alumni engagement, etc.)</i>
HTA 2.2	Develop a fulsome social media strategy to consistently, and frequently, showcase alumni successes, as well as Association and chapter activities
HTA 2.3	Create an interactive calendar of alumni events by geography and type
HTA 2.4	Actively celebrate current student milestones, e.g. first week of classes, first semester, X ring, etc. <i>(note: the best method for this will be identified in the implementation planning process)</i>







Delivery Phase - Implementation Plan & Recommendations

- The following pages outline potential tasks to implement the goals and initiatives defined in the 'design' phase.
- Tasks have been assigned to an Alumni Association Committee, StFX group, StFX employee and/or other individual – this is for consideration and may be adjusted if needed.
- In some cases, a new team or group has been recommended – this will allow us to approach initiative implementation like a mini-project.
- In some cases such as EDIA-related initiatives, engaging external resources to lead/support the project may be helpful.
- It is recommended that the Alumni Association Executive Committee continues to act in a strategic plan oversight capacity – it provides a good sounding board for other initiative project teams to leverage.



STFX ALUMNI ASSOCIATION STRATEGIC PLAN: TURNING OUR PRIDE INTO ACTION





Plan at-a-glance: **Goals**

	 BUILDING STRONG FUTURE CONNECTIONS	 CONNECTING ACTIVITIES TO ALUMNI NEEDS	 BECOMING INTENTIONALLY INCLUSIVE	 HIGHLIGHTING THE ASSOCIATION
OPPORTUNITY	<p>The Association has an opportunity to serve prospective and current students and thoughtfully mentor recent grads. This will build a strong pipeline of active Association involvement and succession well into the future.</p>	<p>The Association has an opportunity to maintain this level of engagement by targeting events, activities, and delivery methods to specific alumni needs/preferences. This will give the Association and its chapters greater impact.</p>	<p>The Association has an opportunity and a responsibility to be intentionally inclusive in its activities. Everyone should feel a safe sense of place in the Association and see themselves in its work.</p>	<p>The Association has an opportunity to widely share information about its mandate, responsibilities, goals, and activities. This could drive increased participation in Association events and more interest in Association leadership roles.</p>
GOALS	<p>SFC 1: Grow alumni connections, professional and otherwise</p> <p>SFC 2: Connect with current StFX students</p>	<p>CTN 1: Expand understanding of current + future alumni needs</p> <p>CTN 2: Expand chapter-based community engagement</p> <p>CTN 3: Strengthen chapter-to-chapter connections</p>	<p>BII 1: Demonstrate EDIA in the Alumni Association</p> <p>BII 2: Create affinity-based Alumni groups</p>	<p>HTA 1: Build strong and streamlined Association processes and resources</p> <p>HTA 2: Create a comprehensive Association digital marketing strategy</p>

STFX ALUMNI ASSOCIATION STRATEGIC PLAN: TURNING OUR PRIDE INTO ACTION

Plan at-a-glance: Initiatives

INITIATIVES

 <p>BUILDING STRONG FUTURE CONNECTIONS</p>	 <p>CONNECTING ACTIVITIES TO ALUMNI NEEDS</p>	 <p>BECOMING INTENTIONALLY INCLUSIVE</p>	 <p>HIGHLIGHTING THE ASSOCIATION</p>
<p>SFC 1.1: Hold moderated career advancement alumni panel discussions</p> <p>SFC 1.2: Expand and further establish the X-Connects mentorship program</p> <p>SFC 2.1: Develop and deliver a suite of Alumni Association resources to meaningfully engage students in their final year of study</p> <p>SFC 2.2: Facilitate chapter introductions for each student in their final year of study</p>	<p>CTN 1.1: Collect information to strengthen understanding of alumni context and needs</p> <p>CTN 1.2: Create a summary profile of StFX grads for the next ~5 years</p> <p>CTN 2.1: Maintain an Association-moderated 'commitment, offer, request' form/portal</p> <p>CTN 2.2: Celebrate chapter community volunteer and engagement activities</p> <p>CTN 3.1: Encourage chapter-to-chapter consistency by creating a shared resource and communication space for chapter leadership teams</p> <p>CTN 3.2: Strengthen chapter connections with, and accountability to Alumni Association</p>	<p>BII 1.1: Establish an EDIA Committee in the Alumni Association structure</p> <p>BII 1.2: Deliver recurring EDIA training for Alumni Association Council members and chapter leaders</p> <p>BII 1.3: Demonstrate EDIA throughout Association governance and related documents</p> <p>BII 1.4: Demonstrate EDIA throughout chapter activities and events</p> <p>BII 2.1: Create Alumni Association groups that align with various equity-seeking groups</p> <p>BII 2.2: Create Alumni Association groups that are industry specific</p>	<p>HTA 1.1: Create Association and chapter leadership succession planning principles and toolkits</p> <p>HTA 1.2: Demonstrate accountability to Association members through transparent and frequent information sharing</p> <p>HTA 1.3: Align Association governance and committee structure with alumni needs</p> <p>HTA 2.1: Create a full suite of 'about the Association' digital resources</p> <p>HTA 2.2: Develop a fulsome social media strategy to consistently, and frequently, showcase alumni successes and chapter and Association activities</p> <p>HTA 2.3: Create an interactive calendar of alumni events by geography and type</p> <p>HTA 2.4: Actively celebrate current student milestones</p>

STFX ALUMNI ASSOCIATION STRATEGIC PLAN: TURNING OUR PRIDE INTO ACTION

Implementation roadmap

The implementation plan for the initiatives could be staggered over the next 3 years as follows:

