In 2018, Lafayette College Alumni Relations, in collaboration with the Lafayette College Alumni Association, began the two-phase approach to assess and advance our alumni and parent engagement efforts in support of Lafayette’s mission. In phase 1, we partnered with Performance Enhancement Group to conduct the Alumni Attitude Study. The AAS offered us insight into Lafayette alumni opinions and attitudes concerning loyalty and giving, communications, programming, and volunteering. Phase 2 began in fall 2019 with the hiring of Washburn and McGoldrick to conduct a program review and guide us in a strategic planning process to produce a five-year engagement plan. This process was informed by industry best practices at peer institutions while incorporating a unique, Lafayette-centered approach.

Lafayette is not alone in our decision to refocus efforts and resources toward expanding and improving alumni and parent engagement initiatives. Colleges and universities across the U.S. and abroad are embarking on similar projects, seeking to determine and prioritize areas of focus while also identifying programming initiatives that could be discontinued. The Council for Advancement and Support of Education (CASE) has responded to the need for an industry-wide measure of engagement by launching a new Alumni Engagement Metrics (AEM) survey. This tool enables institutions to measure alumni engagement on an annual basis. Lafayette’s participation in the CASE survey allows us to compare our metrics with aspirational peers, as well as make informed, strategic decisions regarding investments in advancement.

The Engagement Plan priorities are grounded in the concept of a mutually beneficial relationship between the College, our students, alumni, and parents. A highly engaged alumni and parent population will allow us to build Lafayette’s brand, sustain our strong Admissions pipeline, strengthen loyalty, increase alumni participation, enhance career development, and bolster overall advocacy of the College. The plan will offer alumni and parents increased access to the Lafayette network for their personal and professional development, a greater variety of lifelong enrichment opportunities, and new ways to impact the value of their Lafayette degree.

We invite you to join us in our shared vision for all our alumni, students, and parents to feel undeniable connectivity and pride in their relationship with Lafayette College wherever they are in their lives. Together we can strengthen our sense of community and build a culture of Lafayette for a lifetime.

With ‘Pard Pride,

Rachel Nelson Moeller ’88 P’21
Executive Director
Lafayette College Alumni Relations

Tracy Hagert Sutka ’82, P’17
President
Lafayette College Alumni Association
VISION
All our alumni, students, and parents feel undeniable connectivity and pride in their relationship with Lafayette College wherever they are in their lives.

DEVELOPMENT AND COLLEGE RELATIONS DIVISION MISSION
We advance the mission and strategic direction of Lafayette College by fostering meaningful engagement and lifelong connections, and by securing the resources needed to realize powerful outcomes.

VALUES
We support the values of:

- **Collaboration**—Establish internal and external partnerships, actively sharing and seeking input from others.
- **Inclusivity**—Interact with an openness to differing opinions, consideration of multi-generational perspectives, and an understanding of life experiences across our Lafayette community.
- **Integrity**—Uphold and live our Lafayette ideals.
- **Lifelong Relationships**—Create a thread that engages members of the Lafayette community, perpetuating pride and loyalty throughout their lives.
- **Outstanding Service**—Approach alumni and parent engagement in a transparent and proactive way, ensuring we meet or exceed expectations.
- **Respect**—Honor the feelings, rights, and perspectives of others.
**PRIORITY 1**

Leverage the collective talent and experience of the Lafayette network to enrich the professional and personal well-being of students and alumni.

**Strategies for Achievement:**

1. Establish Professional Affinity Groups aligned with Gateway Career Center priority industries that facilitate alumni and student connections based on professional interests.

2. Leverage technology to provide a variety of opportunities that support the online professional and personal development of alumni and students.

3. Increase engagement with parents around career and professional development activities.

---

**PRIORITY 2**

Strengthen student and alumni connections to Lafayette, with a focus on young alumni, offering volunteer, leadership, and philanthropic experiences that motivate them to establish lifelong relationships with Lafayette.

**Strategies for Achievement:**

1. Establish the foundation that develops students’ lifelong relationship with Lafayette and a strong understanding and appreciation for college traditions, alumni engagement and philanthropy.

2. Create a comprehensive plan to showcase the benefits of the Lafayette alumni network and establish the path of continued engagement to recent graduates.

3. Use CASE engagement metrics and Lafayette-specific data to inform our decision making.
PRIORITY 3
Energize and mobilize alumni and parents to help increase Lafayette’s reputation and promote ’Pard Pride.

**Strategies for Achievement:**
1. Empower our alumni and parents to champion the College among their peers and in their community.
2. Explore and implement innovative outreach methods that will better allow Alumni Relations to communicate with our alumni and parent base.
3. Reimagine our staffing structure to most effectively manage alumni and parent volunteers College-wide.

PRIORITY 4
Provide lifelong enrichment opportunities for the Lafayette community that consider a diverse array of interests, locations, and life stages.

**Strategies for Achievement:**
1. Expand digital offerings to reach a wider and more diverse constituency.
2. Honor and expand on-campus Lafayette traditions.
3. Leverage regional proximity for active two-way engagement.