



Engineering Network Strategic Plan for Terms 2012-2016

I. History of the Engineering Network

The Engineering Alumni Network was founded in the mid 1940's by then University President, Harry "Curly" Byrd, a 1908 engineering graduate, and S. Sidney Steinberg, Dean of the Engineering School from 1936 to 1956. Alumni membership and activities were managed by the University of Maryland Alumni Association – International Inc. for the five campuses comprising the University of Maryland system. In 1988 with the passage of the Higher Education Bill by the Maryland General Assembly, authorization was given to the individual campus presidents to organize campus-based alumni associations and the current University of Maryland Alumni Association, Inc. was formed on the College Park Campus. The Engineering Alumni Network then became a part of the Association. In 1994, the College of Engineering was renamed the A. James Clark School of Engineering in honor of its 1950 alumnus and benefactor.

II. Mission of the Engineering Network

It shall be the mission of the Engineering Network to organize the membership to promote the welfare and advancement of the University of Maryland and the A. James Clark School of Engineering through the promotion of educational, social, alumni-focused, and/or student-focused activities, by working towards the following strategic goals:

- Foster and strengthen the role, presence, and image of the Engineering Network
- Cultivate professional and social interaction between the students, faculty, staff, and alumni of the A. James Clark School of Engineering
- Promulgate and promote achievements, programs, and services that empower and involve the A. James Clark School of Engineering
- Promote and recognize academic and professional excellence within the A. James Clark School of Engineering and among its alumni
- Encourage external (private and government) support of the A. James Clark School of Engineering's activities and endeavors
- Preserve and proclaim the history and tradition of the A. James Clark School of Engineering
- Involve and reacquaint alumni with their alma mater
- Encourage alumni to support the University of Maryland and A. James Clark School of Engineering

III. Strategic Goals of the Engineering Network

The Engineering Alumni Network is constantly facing new challenges and opportunities that impact its strategic goals. It is our belief that our efforts to meet these goals will span a minimum of two years. The officer term limits are two year terms to reflect the need for continuity in pursuing these goals. This plan identifies how the following goals will be pursued in the 2008-2012 term:

- Ensure the survival and high visibility of Engineering-specific events, honors, and accomplishments with specific focus on supporting engineering student council events, the engineering alumni cup, the annual golf tournament, Maryland Day, mentoring program, and graduations.
- Increase membership in the Engineering Network of the Alumni Association by promotion of the Clark School and alignment with goals and objectives of the alumni association.
- Increase the visibility and positive brand recognition of the Engineering Network of the Alumni Association among alumni, faculty, staff, and students of the A. James Clark School of Engineering and of the University of Maryland as a whole
- Support engineering student scholarships with some of the proceeds from the annual golf tournament.
- Provide value added services to the current membership and improve alumni member retention

IV. Initiatives for Meeting the Strategic Goals

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|------------------------|--|-----------------------|---|--|-----------------|----------------------------|-------------------------------|--------------|---------------------|
| Mission | Support Students | | | Support the A. James Clark School of Engineering | | | Support the Alumni Membership | | |
| Strategic Goals | Enhance Visibility of Events | | Provide Value-Added Services | Increase Chapter Financial Support | | Promote Brand Recognition | Improve Chapter Coordination | | Increase Membership |
| Initiatives | Alumni cup | Order of the Engineer | Financial Support of Student Activities | Mentoring Program | Alumni Cup | Golf Tournament Fundraiser | Improved Communications | Maryland Day | Alumni Events |
| Committees | Student Outreach | | | | Alumni Outreach | | | | |
| | | | | Communications and Fundraising Committee | | | | | |
| | Executive Committee and Past President's Committee | | | | | | | | |

V. Functions of Standing Committees

The standing committees serve to fulfill the strategic goals of the Network. Most of the work of the Network is conducted by and within the committees. The Initiatives from the Articulation Map are identified in the Activities section for each committee.

Executive Committee

Chaired by the Engineering Network President. Consists of the President, the immediate Past-President, President Elect, Treasurer, and Secretary. The Director of Alumni Relations serves as facilitator.

Purpose:

To provide guidance consistent with the Mission of the Engineering Network to the Board in accordance to the Constitution and Bylaws and to ensure the Board's activities and functions remain focused and on task.

Strategic Focus and Goals:

1. Provide guidance and leadership to the Board to stay focused, move forward, and achieve results
2. Maintain a current and effective Strategic Plan
3. Track progress on the strategic initiatives and ensure alignment with the goals of the Network

Activities:

1. Review the Strategic Plan annually, and update as needed, as a concise two-year roadmap
2. Advise the Board of the implementation of the Strategic Plan
3. Support the needs and recommendations of the Dean and Alumni Association, and communicate to the Board for consideration and implementation
4. Support the Board on maintaining the Network by-laws and procedures
5. Initiate and implement changes in the by-laws
6. Recommend a slate of officers to serve for the succeeding term of office to the Board for approval
7. Select one member of the Board to serve on the Innovation Hall of Fame selection committee
8. Coordinate information for the monthly alumni eNewsletter with Director of Alumni Relations

Past President's Committee

Chaired by the Immediate Past-President or another designated Past-President. Committee members will be current members of the University of Maryland Alumni Association who have served in the position of President of the Engineering Alumni Network. The Chairperson of this committee, or at least one representative Committee member, shall represent the Committee on the Engineering Network Board of Directors.

Purpose:

To serve as a resource to the current Board of Directors providing historical information and context about the Network's activities as well as their time and skills where needed.

Strategic Focus and Goals:

1. Goal is for the former presidents of the Alumni Association, Engineering Network to continue to have a long term relationship with the A. James Clark School of Engineering and the University of Maryland Alumni Association that benefits all parties involved
2. The Past-Presidents will provide an ever-present foundation for initiating and sustaining long-term efforts to increase Alumni Association membership and widening alumni influence and networking

Activities:

1. Locate as many Past-Presidents as possible
2. Solicit feedback from Past-Presidents on proposed Alumni Association efforts and Engineering Network efforts
3. Support the A. James Clark School of Engineering Alumni Scholarship Golf Tournament
4. Regularly contact Past Presidents to notify them of upcoming Alumni events

Communications and Fundraising Committee

Chaired by a volunteer member of the Board of Directors. Members of the committee include Engineering Alumni Network member volunteers.

Purpose:

This committee was established to help the Engineering Alumni Network encourage membership, improve participation at events, seek out funding opportunities, and develop new approaches and materials to gain more visibility in the University and Alumni Communities.

Strategic Focus and Goals:

1. Use communications, programs and special events as a means to recruit new members of the University of Maryland Alumni Association.

Activities:

1. Golf Tournament
2. Young Alumni Mentoring Program
3. Maryland Day

Student Outreach Committee

Chaired by a volunteer member of the Board of Directors. Members of the committee include Engineering Alumni Network member volunteers.

Purpose:

Engage engineering students with Engineering Network members to foster relationship building and to provide a conduit for students to feel connected to the University and become active alumni following graduation.

Strategic Focus and Goals:

1. Increase student awareness of the Alumni Association and the benefits of membership
2. Maintain open lines of communication with students, primarily through student organizations, and promote information sharing
3. Support student activities and organizations in coordination with the A. James Clark School administration and staff
4. Provide opportunities for students to connect with UMD Alumni

Activities:

1. Graduation Receptions (Dec. & May)
2. Representative from the Student Outreach Committee attends the Engineering Student Council meetings as regularly as possible.
3. Invite leaders of student organizations to attend Board meetings to discuss how we can integrate efforts.
4. Coordinate the annual Alumni Cup Event.
5. Conduct the Order of the Engineer (at least once per year).

Alumni Outreach Committee

Chaired by a volunteer member of the Board of Directors. Members of the committee include Engineering Alumni Network member volunteers.

Purpose:

Support the University of Maryland's goal of "building the Maryland family" of alumni to create a network of allegiance and support for the University. Specifically, the Committee should strive to develop greater opportunities to engage engineering alumni with the Clark School of Engineering and communicate the School and University accomplishments.

Strategic Focus and Goals:

1. Promote University and Alumni Association membership.
2. Provide opportunities for professional networking
3. Provide opportunities for reconnecting with the University of Maryland

Activities:

1. Assist the Communications and Fundraising Committee in planning key events targeted for alumni outreach and professional development opportunities.
2. Identify and nominate viable representative candidates for the Distinguished Alumnus Award. The Engineering Alumni Board of Directors recommends candidates to the Dean of Engineering for his selection.
3. Survey recent alumni. (e.g. Commencement Reception)
4. Reach out to Engineering Professional Society Chapters in the area to advertise the Network's activities and collaborate on events.