



Nole Nurse Alumni Council –2019-2020

Planning Document – Update 9-10-19 (Version 2)

Plan Purpose: Develop strategies for actively engaging alumni with the College of Nursing through the development of outreach activities, events, services, and various methods of communication that provide alumni with an opportunity to interact with each other and foster a lifelong commitment to the College of Nursing.

Tasks: Planned activities that utilize the time, talent and treasure of the College of Nursing alumni.

Target Audience: College of Nursing alumni, friends, faculty, staff and students currently enrolled in the College of Nursing.



Strategies & Tactics

1. VISIBILITY: We desire to raise awareness among alumni and graduating students of the important role engaged alumni play in helping the College achieve its mission by articulating the mutual benefits of a life-long relationship with the College of Nursing.

Tactics:

- a) Identify and develop alumni leaders and engage them as regional ambassadors and/or directors who will be willing to lead or participate in various activities and programs on behalf of the group when activities are in the regions they represent.
- b) Leverage special events to coordinate activities that increase awareness among alumni of the Nole Nurse Alumni Council and the value of membership.
 - 1) Provide Nole Nurse Alumni Council exposure at the August 31, 2019 FSU vs Boise State football game at TIAA Stadium in Jacksonville.
- c) Engage with students to increase awareness of Nole Nurse Alumni Council:



Nole Nurse Alumni Council –2019-2020

Planning Document – Update 9-10-19 (Version 2)

- 1) Encourage alumni to work through the Florida State Career Counseling Center to become professional mentors for CON students and new graduates.
 - 2) With the support of the CON, identify opportunities to increase the connection with the Student Leadership Council (SLC) and the Student Nurses Association (SNA) including guest speakers, mentoring (see above), support of activities.
 - 3) Work with CON to leverage opportunities to engage with graduating students during their final term to offer congratulations, welcome to the profession and awareness of the importance of their engagement with the CON as alumni.
- d) Celebrate and recognize the accomplishments of alumni, faculty and students in collaboration with the CON:
- 1) Participate in the Distinguished Graduate Award process by identifying and soliciting potential nominations for deserving alumni, and participating in the selection of the award recipients(s). *Note: Because the Alumni Council is responsible for identifying and selecting the Distinguished Graduate Award recipient(s) members of the Council are not eligible to be nominated for or receive the award or to nominate alumni for consideration while serving on the Council.*
 - 2) Participate in the DAISY Faculty Award selection process by reviewing the nominations and selecting the award recipient. *Note: Because the Alumni Council is responsible for selecting the DAISY Faculty Award recipient, members may not nominate faculty members for the award while serving on the Council.*
- e) Provide frequent communications about the council and alumni accomplishments using various mechanisms available through the CON including email blasts, Facebook, newsletters, website formats and the Council Facebook page.
- f) Continue T-Shirt sales as marketing tool and revenue source. Consider expansion of merchandise over time.



Nole Nurse Alumni Council –2019-2020

Planning Document – Update 9-10-19 (Version 2)

2. OUTREACH: Develop outreach activities and networking services that offer tangible value to alumni and graduating students.

Tactics:

- a) Support the **World Health Organization’s 2020 Year of the Nurse** potentially including:
 - 1) A spring continuing education conference on campus for alumni, students and faculty. Partner with the CON faculty to plan date, time and content.
 - 2) Consider planning an “all alumni” class reunion to coincide with the conference to leverage event.
 - 3) Consider having alumni offer a “career day” in concert with event where nurses would speak to various career paths open to students.
- b) Emulate the FSU Black Alumni National Brunch Day with a **Nole Nurse National Brunch Day** in mid-late summer 2020.
 - 1) Self-pay brunch held in multiple locations throughout country at same time/day to encourage alumni to network.
 - 2) Requires regional “owner” who will work with the CON and Nole Nurse Alumni Council to make arrangements.
 - 3) Marketing of event could be through CON electronic, web-based and printed mechanisms in addition to the Nole Nurse Alumni Council Facebook page.
- c) Consider repeat Alumni survey after 2020.
- d) Provide assistance as requested by the CON for events.

DSR