The mission of the Ball State University Young Alumni Council is to foster a culture of engagement and giving by sparking nostalgia, driving young alumni engagement through time, talent and treasure and educating current students on becoming active young alumni.

A. Spark Nostalgia

1. Survey Young Alumni every five years to gain an understanding of what nostalgia is to them and how they would like to engage with Ball State.
2. Solicit feedback from Young Alumni that attend events using the existing NPS system
3. Execute a diverse, detailed interactive social media campaign featuring YAC members and others

B. Drive Young Alumni Engagement through Time, Talent and Treasure

1. Convene a committee to create and maintain a shared document of ideas that university colleges and departments can use to engage and connect with their young alumni *(FY 2020 COMMITTEE)*
2. Promote Cocktails with Cardinals and other offsite casual gatherings in various regions *(STANDING COMMITTEE)*
3. Engage all members of the Young Alumni Council through YAC Council Responsibilities
4. Engage with active and invested young alumni by creating an “Up and Comers Club” with opportunities to serve on sub-committees, special swag, etc.
5. Promote and engage young alumni in the use of the University’s Graduway system, Cardinals Connect at every YAC event

C. Educate Current Students on what it means to become a Young Alumnus

1. Participate in university career fairs to promote the YAC brand and create awareness for the YAC *(STANDING COMMITTEE)*
2. Encourage upperclassmen to join Cardinals Connect
   a. Mentorship opportunities
   b. Networking opportunities
   c. Benefits and offerings of the Ball State Alumni Association
D. Partner with Ball State to promote events and milestones

1. Support upcoming capital campaign by making the campaign relatable to young alumni
   a. Show precisely where gifts are going
   b. Focus on participation rather than $ amount
   c. Create incentives specifically focused on young alumni

2. Promote Homecoming *(STANDING COMMITTEE)*
   a. Enter a YAC unit into the parade
   b. YAC members may serve as event judges
   c. YAC presence at BSU Homecoming football game

3. Support various university initiatives
   a. YAC Presence at BSU Day at the Statehouse
   b. YAC Presence at Day of Beneficence
   c. YAC Support of One Ball State Day

4. Actively assist with Alumni Leadership Conference 2020
   a. Provide programming ideas
   b. Serve as speakers/presenters
   c. YAC presence as conference-goers

5. Continue YAC social media events featuring university leadership as opportunities present themselves to do so.
## BALL STATE YOUNG ALUMNI COUNCIL
### ACTION PLAN FY20
#### GOALS AND METRICS

<table>
<thead>
<tr>
<th>GOAL</th>
<th>TO BE MEASURED BY…</th>
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<tbody>
<tr>
<td><strong>A1</strong></td>
<td>YAC will prepare and survey new graduates in Summer of 2020. YAC will survey all young alumni again in 2022</td>
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<tr>
<td><strong>A2</strong></td>
<td>Ben will work with AA staff to ensure survey data is saved and available for YAC use.</td>
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<td><strong>A3</strong></td>
<td>YAC social media accounts will feature 24 takeovers per fiscal year. As well as monthly Q&amp;A segments featuring YAC cameos. We will also highlight one of our regional alumni chapters once per quarter.</td>
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<tr>
<td><strong>B1</strong></td>
<td>Engagement Committee will solicit feedback and produce a useful document during the current fiscal year.</td>
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<td><strong>B3</strong></td>
<td>All current members of YAC will complete their Member Responsibilities as appropriate.</td>
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<td><strong>B4</strong></td>
<td>At least 10 Up-and-Comers identified and engaged during the current fiscal year. AA staff keeps database.</td>
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<td><strong>B5</strong></td>
<td>iPads/phones/computers available at all YAC events with YAC members ready to help participants use Graduway.</td>
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<tr>
<td><strong>D1</strong></td>
<td>TBA….waiting to hear more about the campaign.</td>
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<td><strong>D2</strong></td>
<td>YAC entry in Homecoming Parade with at least 20 YA participating</td>
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<td><strong>D3</strong></td>
<td>YAC presence at Day at the Statehouse, Day of Beneficence</td>
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<td><strong>D4</strong></td>
<td>YAC will present on Young Alumni topic (TBA) and will have at least 8 attendees present at the conference</td>
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<td><strong>D5</strong></td>
<td>Similar to past Facebook events with President Mearns, we will find similar opportunities to highlight other university leaders in a similar format (Athletic Director, etc.) to expose young alumni to these roles.</td>
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