

PENN STATE ALUMNI ASSOCIATION MYRTLE BEACH CHAPTER STRATEGIC PLAN – 2015/2016

MISSION STATEMENT

Penn State Alumni Association

To connect alumni to the university and to each other, to provide valued services to members, and to support the university's mission of teaching, research and service.

Myrtle Beach Chapter

To provide a continuously growing organization of Penn State alumni in the Myrtle Beach area interested in sharing the enthusiasm for Penn State pride in special events and activities throughout the year.

GOALS

- Grow our membership on a continuous basis to strengthen our chapter both physically and financially to meet the objectives of our mission.
- Volunteer services to worthwhile causes in the Myrtle Beach area.
- Share events with other chapters to promote the Penn State spirit and to provide cost effectiveness.
- Sponsor viewing parties in the **FALL** for every Penn State football game.
- Hold an annual dinner meeting in the **SPRING** (March or April) of every year at Pine Lakes Country Club with a keynote special guest speaker or entertainment.
- Conduct our annual chapter **BUSINESS MEETING/SUMMER PICNIC** in June of every year at Myrtle Beach State Park.
- Attend Myrtle Beach Pelican baseball games between April and August.
- Solicit suggestions from the membership for more events and activities to continually promote an enthusiastic chapter sharing our Penn State pride.
- Update our chapter media communications to provide current information to the membership.
- Organize our documentation systems to ensure accuracy and transparency regarding financial, organizational and membership information.

OBJECTIVES

- Conduct membership drives to grow our chapter to reach a total of dues paid members targeting 125 members by 2015; 150 members by 2016; and 175 members by 2017.
- Research worthwhile organizations (such as Jason's House, Backpack Buddies; Hope House; etc.) in the Myrtle Beach area to expand our volunteer services.
- Establish a feedback system for our sponsored events and activities to ensure continuous improvement.
- Update chapter website, Facebook and other media sources to ensure they are informative and current.
- Develop/modify spreadsheets and reports to ensure accuracy and transparency for all documentation generated for the chapter.
- Ensure we have separate accounting for charitable funds to contribute to organizations.
- Create a spreadsheet showing a list of all chapter members including accurate contact information and financial contributions to meet the needs of the Board.