

Fordham Law Alumni Association

FORDHAM LAW RISING

Strategic Plan Executive Summary

The 2012–2015 Strategic Plan of the Fordham Law Alumni Association is designed to provide a framework for the future—a future focused on enhanced member services, organizational growth, student engagement, staff development, and financial security.

This executive summary outlines the FLAA’s six key priorities and identifies strategic objectives to accomplish the strategic plan goals.

MEMBERSHIP

Substantially increase membership and provide increased value to dues-paying members.

- Implement a structure that reduces obstacles to membership.
- Increase the value of membership to alumni.
- Improve the quality of communication between the FLAA and its members.
- Create structures to facilitate student membership and active involvement in the FLAA.
- Seek additional ways to increase dues revenue.
- Ensure that the dues structure is responsive to the needs of alumni and students.

GOVERNANCE

Continue to diversify the FLAA Board so that all members feel welcome and valued.

- Seek candidates for the Board from a wide range of backgrounds to reflect the diverse composition of the Law School’s alumni, including from a wide range of class years, geographic areas, and practices areas (i.e., law, business, public interest, and government) and from both the J.D. and LL.M. programs.
- Ensure that the FLAA is structured to effectively carry out its mission of developing and maintaining social and professional interaction among the alumni, administration, faculty, and students; promoting the best interests of the Law School; and fostering the honor and integrity of the legal profession.
- Create a structure to help ensure that the FLAA’s strategic goals are achieved in a timely manner.
- Increase alumni regional chapter representation on the Board and ensure that each chapter receives the proper funding needed to advance the goals of the FLAA in their region.

GOVERNANCE, *continued*

- Report Board decisions and initiatives in a more transparent manner to students, faculty members, and alumni.
- Foster dialogue and coordination among the various alumni leader groups.
- Increase Director engagement.

ENGAGEMENT

Further develop and implement a diversified, meaningful, and comprehensive array of opportunities tied to alumni interests/groups, to Law School priorities, and to alumni, student, and faculty constituencies in order to establish the FLAA as a resource to the Fordham Law community.

- Enhance the Alumni Luncheon to appeal to more alumni and recent graduates, faculty members, and students who can attend the event and to allow for increased networking opportunities. Changes to the timing of the Luncheon should be considered in order to meet the needs of a diverse alumni community.
- Evaluate and implement procedures for how alumni can be more effective and active in providing advice, assistance, and support to the student and faculty communities.
- Seek opportunities to educate current students on the value of the alumni network.
- Demonstrate the Law School motto of “in the service of others” by promoting service events to alumni (and their families), students, and faculty members.
- Collaborate with the various Law School and University departments, as well as our cultural neighbors at Lincoln Center, to offer participation in existing events to alumni for professional and personal growth.
- Encourage more consistent attendance at events.
- Integrate alumni more fully into the student experience.
- Establish best practices for alumni regional chapters and provide a template structure for meetings/gatherings so that non-tristate alumni can participate easily, efficiently, affordably, and continuously.
- Establish a mentoring program in each alumni regional chapter for current alumni and connect alumni with prospective students to encourage admitted student enrollment from non-tristate regions.

DEVELOPMENT

Create greater visibility for the financial needs of the Law School and encourage both students and alumni to take on an active fundraising role. Focus on the concepts of “excitement,” “tradition,” and “knowledge” to advance the existing alumni committees and the infrastructure (staff, programs, data, and systems) necessary to support the ongoing expansion and evolution of alumni fundraising and volunteer organization in order to secure financial resources needed to enhance institutional effectiveness.

- Create structures and processes designed to increase the total amount and percentage of giving for both alumni and students.

COMMUNICATIONS AND TECHNOLOGY

Work closely with the Law School as it restructures its website in order to better educate the community about events and to elevate the profile of Fordham Law both internally and externally.

- Ensure that navigation of the site is intuitive and that information disseminated is, above all, easily accessible.
- Use social networking to engage young alumni specifically.
- Create FLAA marketing materials and publicity for Alumni Connect and for events targeted to attract all graduates to become both active FLAA participants in the community and dues-paying members of the FLAA.
- Explore the possibility of making Continuing Legal Education programs presented by the Law School available online and on demand to as many alumni as possible, and use CLE offerings to foster connection to Law School and increase membership in the FLAA.

EDUCATION/PROFESSIONAL DEVELOPMENT

Increase the value that the FLAA provides to its members by continuing to increase the educational and professional development services offered to alumni.

- Recognizing that opportunities for professional networking are more critical than ever, enhance networking opportunities by increasing and improving interaction among students, recent graduates, more senior alumni, and faculty members through the establishment of FLAA affinity groups.
- Explore opportunities to offer CLE and other alumni programs at reduced fees to FLAA dues-paying members.
- Explore avenues to better utilize alumni assistance in career-oriented initiatives and to facilitate the linkages among alumni and between alumni and students.