

COPPIN STATE UNIVERSITY

National Alumni Association

Strategic Plan 2021-2025



COPPIN

STATE UNIVERSITY

EST. 1900

Our Vision

To be the most engaged alumni network in the nation.

Mission

To create meaningful opportunities to foster relationships and lifelong learning among alumni, students, and the university.

COPPIN

LUEREGENIA C. ADAMS RN-BSN CLASS OF 1998 • GREGORY K. ANDERSON CHAPTER
PRESIDENT SE • OFFICE OF INFORMATION TECHNOLOGY • CRYSTAL DAY BLACK MSN, APRN
BCD CLASS OF 1985 NURSING FACULTY (1997) TONI MARIE BLACK CLASS OF 1999 • SIGMA
GAMMA RHO SORORITY GAMMA PHI CHAPTER • MRS. TALMAGE BUNN BOND, MISS COPPIN
1949 EDUCATOR, TEACHER AND MOTHER • MADAME BREANT LANGUAGE SPECIALIST •
COPPIN STUDENTS: FAILURE IS NOT AN OPTION PETER COCHISE BROOKS • RUTH ELLA
BROWN LEE GRADUATED CLASS OF 1951 • COPPIN WAS THERE FOR ME, I AM GLAD TO BE
THERE FOR COPPIN PEACHES FLORINE CAMPHOR, 1958 • IN MEMORY OF A DEAR
BROTHER-CARROLL WILLIAM HARRISON 1955-A COPPINITE FOREVER • DEDICATION,
LOYALTY AND STICK-TO-ITIVENESS ARE THE TRAITS OF TRUE COPPINITE JAMES WINKY
CAMPHOR 1951 • CLASS OF '48 • THANK YOU CSC CLASS OF 1946 • UTILIZING ONLY SIX
ROOMS, COPPIN EDUCATED THE BEST QUALITY OF STUDENTS

COPPIN FOREVER KATHRYN NICHOLAS TAVARES '25, ELLA
KATHRYN DUTTON '01 • SHERRIE C. HARDEN-KOBER 1960
LIVING MEMORY OF ANGELINE H. CARROLL • IN MEMORIAM
CHYOR ART GUILBERT DALEY THEATRE • TOM GOGGINS '3
COTRELL '74 RE GOGGINS TIFFANI MYERS • DESNEY GREE
FLORENCE BUCKNER PULLEY '32, BULAH BUCKNER FOGG
GRIFFIN '56 • JULIE A HASKINS-TURNER, ROY L. TURNER &
MAYRA TAYLOR • IN MEMORY OF ASHLEY H. HOFFMEYER
MORROW FRYE BAKERS CLASS OF 1956 • W. HAZEL HUNTER
RALPH M. HUGHES AND ... GET WISDOM, GET UNDER
PRIDWERS, 4-5 • ERNEST ... 100 YEARS AND BEYOND
COPPIN CHAPTER • NORA JEAN CARROLL SENIOR CLASS
CRJU CHAPTER 2001 • ZETA GAMMA CHAPTER KAPPA ALPH
1970 • DR. FRANK J. KOBER MRS. MARY J. KOBER • GOD IS T
THE CAPTAIN OF COPPIN DOROTHY S. LEE CLASS OF 1953
LEONTYNE J. LEWIS KARIL LEWIS • BRADMAN MATHURAN



Core Values

Community – As a community of thought leaders, dedicated to lifelong learning and growth, we respect and encourage diversity of thought, opinion, and perspectives.

Excellence – We are committed to offering the highest quality engagement opportunities for alumni to interact with the university and the greater community.

Innovation – Coppin will continue to adapt to the challenges of today to create a brighter future for our students and the greater Coppin community.



The Flight Forward

In 2025, Coppin State University (CSU) will proudly celebrate 125 years of making a difference in West Baltimore by transforming the lives of students who will make an impact in their local community, their professional industry, and around the world.

We embarked on this journey to clearly define how Coppin State University National Alumni Association (CSUNAA) will support the growth of alumni and the university. This framework incorporates best practices, CSU's strategic priorities, and national alumni association goals to position Coppin for success leading up to the 125th anniversary and for years to come.

Strategic Priority #1: **Strong Connections**

Provide opportunities for CSUNAA members to maintain a close relationship among themselves and with the university, while creating a community culture that promotes alumni achievements and success.

1. Develop opportunities for personal and professional growth through events that promote lifelong learning, relationship building, and service to the community.
2. Make data-supported decisions by using alumni feedback, analytics, and technology to evaluate programs and communication practices to better connect with alumni both locally and globally.
3. Establish new alumni chapters and special interest groups that respond to alumni needs.
4. Regularly promote alumni achievements through newsletters, email, and social media and encourage the Coppin community to share alumni success as well.

Priority #1 **Strong Connections**



The ability to create strong connections among alumni and with the university will be measured by the level of engagement via social media, analytics, and content consumption, brand awareness including increased knowledge among alumni regarding university initiatives, and participation (event attendance, financial support, and volunteerism).

Strategic Priority #2: **All in for Coppin**

Aid in the University's growth and development.

1. Promote CSUNAA mission, goals, and initiatives to internal and external stakeholders and identify opportunities for collaboration and partnership.
2. Partner with CSU faculty and staff to create volunteer opportunities for alumni to support enrollment and retention goals.
3. Review and update CSUNAA Constitution and Bylaws every four years to ensure national alumni association guidelines improve alumni and institutional growth and development.
4. Create fully functioning committees to support the initiatives of the alumni association and serve as advocates for the university.
5. Create standard operating procedures and training sessions to ensure the executive board, new alumni association members, and alumni volunteers have the information and tools needed to effectively advocate for the institution.

Priority #2

All in for Coppin



Success will be measured by the alumni association's ability to raise awareness among alumni regarding university initiatives, the increased alumni presence and participation in enrollment and retention events such as open house, improved committee and volunteer participation, and a boost in advocacy efforts by alumni.

Strategic Priority #3: **Cultivate Relationships between Coppin Students and Alumni**

Develop meaningful opportunities to engage current students and create a plan for long term engagement as alumni.

1. Partner with the Career Services Center and other departments to help students build professional connections and develop skills needed to excel in their respective career.
2. Provide opportunities for recent graduates to network with their peers and other alumni in their respective field.
3. Enhance academic innovation and student experience by creating a program for alumni to serve as mentors for current students.
4. Work in partnership with Coppin alumni who are employed by the university, Student Activities, and other departments to establish a pre-alumni program for students.

Priority #3

Cultivate Relationships



Success will be measured by the increased number of alumni who provide career advice or coaching, mentorship, or networking opportunities to current Coppin students.

Strategic Priority #4: **Clear and Consistent Communication**

Keep members informed about activities, existing conditions, and progress at the University.

1. Partner with University Relations to clearly and consistently promote Coppin State University and CSUNAA brand awareness to enhance public perception.
2. Develop a communications strategy to outline the appropriate channels, content, and frequency to engage alumni.
3. Define key metrics to track, measure, and share annually with internal and external stakeholders.
4. Review current CSUNAA marketing materials and update as needed to reflect the vision of the strategic plan.

Priority #4 Communication



Readership analytics, content consumption, viewership, and social media engagement will largely determine the success of this strategic priority. In addition, success will be measured by increased knowledge and awareness among alumni regarding university initiatives.

Strategic Priority #5: **Increase alumni participation and giving**

Create a culture of philanthropy and provide support for the University's programs and fundraising efforts.

1. Inspire alumni to volunteer their time, share their expertise, and lend support to Coppin State University.
2. Segment communications by engagement level, interests, and demographics to create a personalized experience.
3. Use alumni engagement scoring to predict and better analyze future giving and support.

Priority #5 Increase Support



Alumni giving and fundraising will be measured by the alumni participation rate and the average contribution amount. By successfully executing this strategic plan, CSUNAA will position Coppin for success leading up to the 125th anniversary.



Experience the Transformation