

A large, light gray, stylized number '60' serves as the background for the entire page. The '6' is on the left and the '0' is on the right, both rendered in a clean, modern sans-serif font.

# CELEBRATING **60 YEARS**

**Laurentian University Alumni Association** | Strategic Plan 2020-2023

# CELEBRATING 60 YEARS

Laurentian University is located on the traditional lands of the Atikameksheng Anishnawbek. The Greater City of Sudbury also includes the traditional lands of the Wahnapiatae First Nation. Over its first 60 years, Laurentian University has been a major driving force and leader in higher education and research, offering an outstanding university experience in English and French with a comprehensive approach to Indigenous education. Since 1960, Laurentian University has prepared leaders across all sectors who bring innovative and intelligent solutions to local and global issues.

The Laurentian University Strategic Plan identifies relationships with alumni as an important part of our future. The University's focus on "RELATIONSHIPS ARE OUR PRIORITY" identifies the importance of working with alumni and donors to create opportunities for mutual benefit that enhance the student experience. Through the following strategic plan initiatives, the Laurentian University Alumni Association is committed to supporting the University in addressing relationships as a priority.

## Our Vision

Active and committed alumni who are life-long champions of Laurentian University.

## Our Mission

The Laurentian University Alumni Association fosters ongoing engagement through meaningful experiences and relationships.

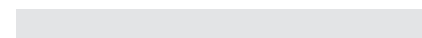


# OUR **PURPOSE**

The mandate of the Laurentian University Alumni Association (LUAA) is to encourage lifelong relationships with graduates of the University by way of campus initiatives, community initiatives, and partnerships. The Association strives to promote the welfare and advance the interests, influence, and usefulness of the University as the institution continues to evolve into Northern Ontario's premier educational facility.

The Laurentian University Alumni Association has played an important role in keeping alumni informed and engaged with their alma mater. The Association, supported by the Advancement Office, has been the primary voice and organizational structure serving and engaging Laurentian alumni. As Laurentian celebrates its 60th anniversary in 2020, it celebrates its 66,000 graduates. With these alumni living and working around the world, the University's impact grows exponentially.

Alumni volunteer their time to serve on the Alumni Association. These volunteers are passionate about engaging alumni, promoting Laurentian University's reach, and encouraging prospective students in making Laurentian University their home and alma mater. The Alumni Association has prepared this 2020-2023 Strategic Plan to encourage engagement with the Laurentian University community.



Celebrating 60 years.  
Celebrating 66,000 graduates.







# EXPERIENCES

Past. Present. Future.

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# Increasing alumni involvement by creating enriching experiences and celebrating key moments.

**Commemorating 60 years of excellence with 60 celebrations.** This plan focuses on celebrating 60 years. In recognition of this milestone, Laurentian alumni will host 60 celebrations, with the goal of reconnecting old friends and rekindling the Laurentian spirit. Gatherings will be held both on campus, and in our communities—wherever our alumni reside.

**Recognizing the impact Laurentian alumni make.** Laurentian alumni make positive impacts in their communities. We will continue to recognize and celebrate the success of our alumni by growing our Distinguished Alumni Awards. A special 60th anniversary award and a gala celebration will be held in the fall of 2020. The Association will continue to focus on alumni profiles and provide opportunities for alumni to participate in the Laurentian community as speakers, panellists, advisors, and mentors.

**Bringing our alumni home.** The Laurentian experience doesn't end at graduation! The Laurentian University Alumni Association will create opportunities to bring our alumni back to campus for events, dinners, athletics, and more. The Laurentian University Alumni Association will play a significant role in Orientation Week, Homecoming, Convocation, and other University initiatives to enhance the student experience, providing opportunities for alumni to connect and engage with students.





# RELATIONSHIPS

Students. Alumni. Community.

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# Shaping the Laurentian University community through mutually beneficial connections.

## **Facilitating alumni access to the Laurentian community and to our growing alumni network.**

Improving alumni awareness and access to our programs, events, and services is key in helping our alumni stay connected and engaged. Relationships are our priority—we will continue to explore new methods for sharing Laurentian's story and the Alumni Association's programs, events, perks, and affinity partners on campus, in the community, and online. The Association is committed to designing and carrying out surveying processes to best identify areas for growth and improved alumni access.

**Keeping in touch with our alumni.** We always want to hear from our alumni! Obtaining a university degree is the first step of many in a Laurentian graduate's life. The Alumni Association will implement programming to commemorate the personal and professional milestones our alumni reach after leaving university. Whether our alumni are buying their first house, growing their family, or receiving a promotion, we would be honoured to celebrate their successes along with them.

To stay connected, we will support the creation of new alumni chapters and support our existing worldwide alumni chapters.

## **Enhancing the student experience with alumni program offerings that promote engagement.**

Students first, alumni forever. Who better to understand the journey of a student than those who have already lived it? We recognize that the Laurentian alumni network is a gateway to vast educational and networking opportunities for our current students. There are extensive partnerships and programs available through our alumni networks which can provide students with industry experience and work integrated learning prior to graduation. The Alumni Association will create and maintain mutually beneficial programs that promote alumni engagement while enhancing the student experience.



# Laurentian Alumni Anciens Laurentienne

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[laurentian.ca/alumni](http://laurentian.ca/alumni)

