

COECS ALUMNI ACADEMY

**Strategic Plan
2023 - 2024**

INTRODUCTION

The Arkansas State College of Engineering and Computer Science (CoECS) Alumni Academy (Academy) was established in 2021 with the purpose of providing a platform for CoECS to celebrate the accomplishments of its graduates and more importantly support and promote CoECS.

College of _____
ENGINEERING & COMPUTER SCIENCE
PREPARED FOR TOMORROW'S CHALLENGES

The Academy pledges its support for the mission of CoECS and will work collaboratively towards the success of CoECS.

ORGANIZATION

The Academy is governed by a Board of Directors, which has all the rights, powers, privileges, and limitations of liability of directors of a non-profit corporation. The Board consists of a minimum of nine voting members and two non-voting members. Each discipline of CoECS must have at least one representation on the Board.

For more information, please visit <https://www.astate.edu/college/ecs/alumni-academy/>.

The Strategic Plan for 2023-2024 provides a list of strategies on which the Academy should focus its efforts. The strategies outlined below are grouped into five focus areas. They were identified and prioritized based on feedbacks from the Academy members, alumni, and faculty members.

Focus Area One: Increase Visibility of CoECS and A-State

Strategies:

- Share CoECS and relevant A-State social media posts
- Increase news coverage of CoECS events through TV, Radio, Magazines, Podcast, etc.
- Engage local industries actively and continuously
- Attend job fairs and local events that CoECS is present
- Volunteer at CoECS hosted STEM camps or competitions
- Post alumni highlights on the Academy's web page

Focus Area Two: Expand Mentorship

Strategies:

- Formalize a mentorship program
- Create and maintain an on-line forum for better communication
- Attend CoECS student related programs

Focus Area Three: Reconnect CoECS Alumni Back to A-State

Strategies:

- Attend CoECS and A-State events
- Coordinate with CoECS to schedule regular alumni social events throughout the year across the state
- Utilize social media to connect with fellow alumni
- Invite a fellow alum or alumni to attend CoECS and A-State scheduled events
- Coordinate and align outreach efforts with A-State Alumni Association

Focus Area Four: Assist in Employment and Internships

Strategies:

- Request information regarding graduates who are seeking employment
- Provide co-op/internship needs to CoECS
- Sponsor student attendance at industry events
- Solicit information on open positions within the respective industry or business
- Attend CoECS student organization meetings

Focus Area Five: Provide Financial Support

Strategies:

- Publish needs and current support
- Host or participate in fundraising events, e.g. The Days of Giving
- Solicit individual or corporate donation of funds for published needs