

# **Mission, Vision, and Goals**

## **Student Alumni Leadership Council (SALC)**

The Student Alumni Leadership Council, a program of the Iowa State University Alumni Association, sponsors, plans and coordinates programs and events for ISU students, alumni, the Ames community and prospective students. We provide activities that enhance school spirit both on and off-campus for Cyclones everywhere!

### **1. Engage students with the ISU Community**

1. Teach traditions to the members of the ISU community
  1. Incorporate tradition-themed activities into SALC events
  2. Incorporate tradition-themed activities into new and existing University events Investigate ideas to raise campus awareness and appreciation of ISU traditions
  3. Implement a traditions Web site where groups can get information and request tradition talks/presentations/skits for their events
2. Involve colleges in SALC programs
  1. Encourage college involvement through advertisements and prizes directed towards college participation
  2. Enhance coordination of college events with SALC-sponsored activities
  3. Diversify college representation in Career Preview Days to equal participation among different colleges
  4. Structure SALC events to allow college participation
3. Encourage interaction among students and alumni
  1. Incorporate information about ISU alumni directory into SAA events
  2. Incorporate information about ISU alumni directory into SALC events
  3. Increase participation in Etiquette dinner to 200 people by 2006

### **2. Strengthen SAA Membership**

1. Increase membership from 18% to 25% of undergraduate population
  1. Increase retention rate from 57% to 75%
  2. Increase membership incentives
  3. Develop SAA advisory committee to review benefits each year
  4. Improve the tier system of benefits
  5. Develop and implement a plan for SAA members to sell SAA memberships
  6. Research a multiple-year membership/payment option, and implement if feasible

7. Increase awareness of SAA benefits to members through existing events, new events, Web site, etcetera.
8. Work with college constituent program representatives to encourage colleges to market SAA memberships
9. Utilize event tickets—put two tickets in random membership packets.
10. Research a membership poster—different tradition poster per year of membership; all four posters assembled are the campanile
11. Set up a scholarship fund provided by businesses for SAA students
12. Explore a program to sponsor non-traditional programs funded through a SAA membership dues fund
2. Provide additional networking opportunities for SAA members
  1. Offer communication about other campus involvement opportunities
  2. Increase SAA member interaction at new and existing event
3. **Create a strong SALC identity on campus**
  1. Evaluate SALC programs for their effectiveness in achieving the goals of the strategic plan
    1. Meet with select executive members and AA staff members at the beginning of each term to set the focus for the upcoming year
    2. Create goals and objectives for each event
    3. Create an evaluation method for each event
    4. Align the focus of SALC programs on "quality not quantity"
    5. Establish the anchor events of SALC and within each SALC program
  2. Create a marketing plan for SALC events
    1. Form a committee to investigate marketing to diverse populations
    2. Involve AA staff in the marketing plan
    3. Create a marketing checklist and folder
    4. Incorporate cardinal and gold colors into all events, logos, flyers, etc.
    5. Reflect Iowa State University's identity in all SALC events
  3. Assist other organizations with connecting students to Iowa State University
    1. Investigate opportunities for collaborating with programs of other organizations
    2. Investigate opportunities for other organizations to collaborate on SALC events
    3. Collaborate once per semester with another organization
  4. Plan programs and events to promote loyalty to and pride in the university

1. Work with Athletics to create a student spirit section at men's and women's basketball games
2. Investigate having a student spirit section at football games
3. Research the idea of making a video or CD ISU yearbook
4. Place a link on our Web site to the University Calendar
5. Increase visibility through media and campus activities
  1. Distinguish the difference between SALC and SAA through ads, flyers, etc.
  2. Implement several SALC awareness days each semester
  3. Build a better relationship with The Iowa State Daily newspaper
  4. Continue bimonthly ads showcasing SALC
  5. Create a new brochure in 2004
  6. Promote SALC through brochures and display boards at all SALC-sponsored events.
  7. Construct an interactive SALC Web site that is available to current and past members
    1. Create an SALC message board and require exec members to check daily
    2. Post SALC spirit guide with links to member information
    3. Create a Web site committee to work with AA Web administrator
6. Provide opportunities for interaction between SALC members and faculty
  1. Encourage SALC members to personally invite faculty to participate in SALC events
  2. Sponsor a faculty open house in the SALC office
  3. Invite faculty to our end-of-the-year banquet
4. **Enhance the health of the organization**
  1. Develop means to encourage loyalty to SALC
    1. Determine ways to emphasize SALC recognition over committee recognition
    2. Select task force, comprised of one person from each committee, to plan SALC socials
    3. Increase recognition for outstanding committee members
    4. Utilize spring SALC retreat to raise awareness of SALC mission and establish a connection between SALC members
    5. Conduct exit interviews or surveys to determine what people think about SALC
    6. Post the SALC mission in the SALC office
  2. Develop a leadership training module
    1. Require committee retreats
    2. Restructure all-SALC meetings

3. Require committee chairs to attend all other SALC committee meetings in the spring semester to share their committees responsibilities
4. Attend one ASAP/District conference annually
5. Create a SALC information quiz for the spring all-SALC retreat Develop a traditions training module for SALC members
6. Implement training for specific committee positions such as business manager, marketing, sponsorship, etc.
7. Determine the most effective way and time to train SALC members
8. Create and implement a formal event planning module
3. Recruit diverse and qualified applicants
  1. Obtain twice as many applicants as positions available
  2. Enhance applicants to an equal number of male and female
  3. Implement informational meetings at targeted locations
  4. Increase advertisements in the daily
  5. Send personal invitations to targeted audiences
  6. Enrich the effectiveness of SALC awareness/spirit days
  7. Table at strategic locations to hand out SALC applications
  8. Review and update the SALC recruitment marketing plan
4. Improve membership selection process
  1. Implement a process to have committee member selections approved by the advisor and the SALC president
  2. Establish improved criteria for selecting members
  3. Originate an interview training session
  4. Develop a membership selection guide
    1. Utilize past SALC members involvement
    2. Review interview board composition