



Annual Review 2021

The Annual Review is designed to reflect on the past year, plan for the future and help us stay organized year over year. Evaluating the past year helps us to identify what distinguished successful events and therefore improve our planning and processes for future programming. Additionally, the Annual Review helps accommodate a smooth transition in succession planning and assists Alumni Association staff in maintaining a better log of events and logistics to best support volunteer leaders. The Annual Review includes goals, calendar, budget and a list of leaders. These documents should be filled out alongside your regional engagement liaison.

Goals should be Specific, Measurable, Achievable, Relevant and Time-Bound (SMART). Craft goals to be specialized to your region/affinity group and supported by the Alumni Engagement team. Make sure you can track progress or see success in some way. The goal should be achievable within a one-year time span. When writing goals, more is not always better! Consider diversifying programs or hosting smaller events that allow the network/affinity group members to get to know one another in a more intimate setting.

Examples of goals:

- Recruit two additional board members, with one of those members being a member of the Young Guard.
- Hold a family-friendly event that is focused around an activity children would enjoy.
- Increase the attendance to monthly happy hours by keeping the location the same and giving more advance notice to area alumni and friends.

The annual calendar supports the planning of programs and events for the year ahead. The calendar (located on page 4) is pre-populated with events from W&M as a whole as well as those from other departments and units within the Alumni Association. Add your network's proposed events to the first column titled "W&M [network] Events."

The budget worksheet is a new addition this year, and is designed to help volunteers track funds and have better records year over year. For all planned engagement opportunities, please estimate the revenue, expenses and net totals. Your regional engagement liaison can help you complete the budgets worksheet.

The list of regional network leaders is our annual snapshot of capturing all of our regional volunteers. We use this list to build email listservs, such as the email lists for the Regional Network Leader Newsletters, Zoom Meeting invites and region-specific opportunities.

William & Mary Alumni Association

Mission, Vision and Values

- MISSION STATEMENT
 - The mission of the Alumni Association is to cultivate a vibrant and inclusive alumni community committed to deepening connections with each other and William & Mary for all time coming.
- VISION STATEMENT
 - As a preeminent alumni association, we advance William & Mary, serve the diverse and evolving needs of each member of our global alumni community, and create opportunities to strengthen bonds between each other and alma mater for all time coming.
- VALUES
 - Belonging - We are a welcoming, diverse and inclusive alumni community.
 - Curiosity - We foster a culture of alumni and friends who champion and inspire lifelong learning and growth.
 - Excellence - We aim for the extraordinary, recognizing that personal growth and meaningful accomplishment require bold and innovative aspirations, courageous risk-taking, and focused effort.
 - Flourishing - We ensure that William & Mary and the WMAA will thrive for all time coming, and we promote active engagement in the life of the university through going, giving, and serving.
 - Integrity - We are honorable, equitable, trustworthy, and committed to the highest ethical standards in all that we do.
 - Respect - We treat one another with mutual respect, recognizing and upholding each person's inherent dignity and worth.
 - Service - We engage with alumni and friends both near and far, promoting dedication, commitment, and philanthropy to alma mater and to the greater good.
 - Pride - We are the Alma Mater of the Nation. We celebrate lifelong pride of William & Mary and the alumni community and encourage expressions of pride by our alumni around the world.
- CARE strategic priorities
 - Invest in support for programming and resources for career management and professional networking.
 - Focus on volunteer management and leadership development.
 - Foster and advance regional networks, affinity, and identity groups.
 - Educate, engage, and excite students and young alumni to create a culture of engagement and philanthropy.
 - Assess growth opportunities for engagement, including military and veterans, and diversity, equity and inclusion.
 - Encourage cross-campus collaborations with Advancement and university departments.
 - Focus on alumni-centricity in communications, including the value of immersive alumni engagement experiences.
 - Collect and utilize data analytics in registration and communications, for strategic planning.

Adopted February 6, 2020

**W&M [NETWORK] ANNUAL GOALS
2021-22**

What are your network goals for next year? (These can be volunteer recruitment or event-specific goals.)

How do you plan to achieve your goals?

**W&M NETWORK ANNUAL CALENDAR
2021-22**

Month	W&M Network Events Be sure to discuss the recommended number of events with your regional engagement liaison!	William & Mary Alumni Association Signature Events
July/August		
September		Welcome to the City Young Guard programming
October/ November		Oct. 7-10 – W&M Homecoming & Reunions Weekend
December/ January		Yule Log Ceremony
February		Charter Day Professionals Week
March		
April		Traditions Weekend One Tribe One Day
May/June		Commencement Weekend
Ongoing/ Brainstormed Ideas / Events		

- Career
- DEI
- Young Alumni
- Athletic
- Service
- Social

