



CINCINNATI YALE CLUB
Strategic Plan CY 2006-08
updated 21 December 2005



PURPOSES	GOALS	ACTIONS / EVENTS	MEASURES / SYSTEMS
1. To promote fellowship and continued learning among local Yale alumni	<ul style="list-style-type: none"> • Deliver increase in new dues-paying CYC members (current 64) 1yr: 75, 3yr: 100 • Achieve minimum 50% of contact list and 75% of members Agree or Strongly Agree with question “I would recommend the Cincinnati Yale Club to a friend.” (current: xx% and xx%) • Achieve minimum 60% of contact list and 85% of members Agree or Strongly agree with question “I would miss the Cincinnati Yale Club if it went away.” 	<ul style="list-style-type: none"> • DEVELOP relationships with AYA, Young Ivy club, and key local employers & grad programs (P&G, GE, UC, Bar Assoc., etc) to encourage Yale alumni new to area to contact CYC [<i>Young Ivy tbd</i>] • ASSIGN Alumni new to area to active member sponsors [D. Crawford] • DEVELOP relationships with Yale offices of Travel & Development to get to get notification of Yale scholars coming to the area [B. Adams] • SEARCH other Yale Club websites for stream of new ideas [D. Crawford] • CONTINUE Annual Mtg, Summer Outing, The Game, fresh membership on CYC Board & committees • CONTINUE Piggybacking on events from other clubs to get a full calendar [J. Lippincott] • TEST Rotating Dinners in small groups [J. Beene-Skuban] • TEST Book club(s) on a theme/topic [J. Beene-Skuban] • TEST Play dates for Yalies with kids [B. Shaffer] • TEST Parents of Yalies activities/involvement [L. Beene] 	<ul style="list-style-type: none"> • Annual update to contact list #'s and membership #'s/phonathon • Quarterly report on # of referrals from AYA, Young Ivy club, local employers & grad programs • Quarterly report on new alumni sponsor program • Quarterly report on # and attendance at Yale scholar events in the area • Annual survey of area alumni via Zoomerang or other anonymous, user-friendly survey provider
2. To facilitate and enhance the ties between Yale and its local alumni	•	•	•
3. To assist Yale in attracting, evaluating, matriculating and supporting highly qualified applicants from local secondary schools	• See ASC plan	• See ASC plan [B. Wagner]	• Annual updates on # applications, acceptances, and matriculations
4. To promote and enhance the reputation of Yale within the Greater Cincinnati community	• Achieve recognition as the premier college outside of the Midwest for talented Cincinnati-area high school graduates to pursue	• TEST One BIG event per year advertised to the entire community with the Yale Club brand name [<i>Revisit May '06</i>]	• Awareness study pre/post results
4.a. To promote and enhance the reputation of Greater Cincinnati within the Yale community	• Achieve recognition as one of the Top 10 U.S. cities for talented Yale graduates to relocate	<ul style="list-style-type: none"> • DESIGN & DISTRIBUTE Yale in Cincinnati Brochure [D. Gruber, M. Darley] • DEVELOP relationships with AYA and key local employers & grad programs (P&G, GE, UC, Bar Assoc., etc) to recruit interns & new-hires from Yale to Cincinnati; and to contact AYA when they have an intern or new-hire from Yale [<i>Young Ivy tbd</i>] • INCLUDE current Yalies from Cincinnati to CYC mailing list [B. Wagner] • UPDATE CYC website as recruiting tool [B. Shaffer] • CONTINUE Glee Club & A Cappella concerts 	• Annual survey of Yale undergrad and grad students via Zoomerang or other anonymous, user-friendly survey provider



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CYC Relevance Survey Questions:

“Please rate the following statements according to how strongly you agree or disagree with each one.”

	Strongly Agree 5	Agree 4	Neither Agree nor Disagree 3	Disagree 2	Strongly Disagree 1
I would recommend the Cincinnati Yale Club to a friend.					
I would miss the Cincinnati Yale club if it went away.					
The Cincinnati Yale Club is the best Cincinnati alumni club for me.					

FUTURE IDEAS:

- GOALS
 - Deliver +5% increase in new alumni added to CYC contact list each year (current 698)

- ACTIONS / EVENTS
 - TEST Competitions w/ other Clubs (trivia, sports, etc)
 - CONVERT to 501c3
 - TEST Identifying targeted marketing efforts to key influencers in the community; i.e. Guidance counselors’ trip to Yale
 - Co-sponsor Cincinnati area summer intern program with Young Ivy Club