



COLLEGE *of*
COASTAL
GEORGIA

ALUMNI ASSOCIATION

COLLEGE OF COASTAL GEORGIA
ALUMNI ASSOCIATION 2026

Navigating Our Future: Tradition, Community, Commitment
2024 Strategic Plan

Strategic Plan Created by the College of Coastal Georgia Alumni Association Strategic Planning Subcommittee

November 2024

MISSION STATEMENT

The mission of the College of Coastal Georgia Alumni Association is to engage all alumni in building a sense of belonging and community to celebrate successes, share opportunities, foster lifelong connections, and carry on the Mariner spirit.

TRADITION

Build traditions that are predictable.

Goal 1: Build and Preserve Legacy Traditions

- Research past traditions in archives.
- Increase Awareness of alumni events through annual events calendars and intentional marketing strategies.
- Communicate and market legacy traditions to alumni and the community, such as graduation and alumni weekend.

Goal 2: Strengthen traditions between current and past Coastal Georgia students.

- Utilize campus traditions to build professional and career networks for current and past students.

COMMUNITY

Identify, engage, and communicate with the Alumni Community.

Goal 1: Connect and network with Alumni Community

- Establish a system to identify and engage alumni utilizing technology and campus partners.
- Actively grow alumni member engagement through the establishment of incentives and opportunities within the association.

Goal 2: Fundraising and Friendraising

- Build and preserve annual fundraising opportunities and events to provide resources to promote and provide for our alumni community.

COMMITMENT

Establish norms and leadership expectations for the association board.

Goal 1: Develop Board processes, procedures, and opportunities.

- Establish written descriptions and procedures for all board positions and committee chairs.
- Establish onboarding procedures for new members of the association board.

Goal 2: Create outreach strategies to further develop the association board.

- Communicate with campus, local, and online communities to create an association board professional network, strengthen connections, and foster identity.
- Provide value to alumni through resources and services and leverage social media platforms to engage alumni and showcase the institution's impact.
- Cultivate community partners to broaden the Associations influence.