

## THE TULSA CHAPTER OF THE UNIVERSITY OF TULSA ALUMNI BOARD OF DIRECTORS 2004-2005

### EXECUTIVE COMMITTEE

RYAN REX '95, PRESIDENT  
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DR. TOM M. CAMPBELL '62, '87, VICE PRESIDENT  
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RHONDA WHITE '98, VICE PRESIDENT  
CHARLES S. MONROE '78, '80, IMMEDIATE PAST PRESIDENT  
MICHAEL NOLAND '70, CHAIRMAN, PAST PRESIDENT'S COUNCIL

### BOARD MEMBERS

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AARON CLARK '01	ANDREA MYERS '02
MEGAN CORDLE '94	JOE QUARTERMAN '69
BILL DERREVERE '67, '69	JANIECE SAWYER '70
BILL DIGGS '87	CYNTHIA STALL '01
KEN DOSE '71	SKIP TEEL '67
HELEN JO HARDWICK '85	AMANDA TURNER '01
SARA HUGHES '00	JULIE LAUDON TWILLEY '67
RICHARD KNOBLOCK '49	JAMAL WEST '92
MISSY KRUSE '71	CARRIE WIGGS '03
BRYAN LEHMAN '93	PAUL WILSON '78
RICK MARTICH '01	

### EX-OFFICIO MEMBERS

MARK DREYER '88, PRESIDENT, LAW ALUMNI ASSOCIATION  
MATT EBER, STUDENT ASSOCIATION PRESIDENT  
ERIC GRIFFIN, STUDENT ASSOCIATION VICE PRESIDENT  
TOM HOLLAND '71, COLLEGE OF LAW REPRESENTATIVE  
VERNON HOWARD '73, '75, COLLEGE OF ARTS & SCIENCES REPRESENTATIVE  
DENNIS HUDSON '79, COLLEGE OF BUSINESS REPRESENTATIVE  
ELLIS JENKINS '55, PRESIDENT LETTERMEN'S CLUB  
BRIAN ROTZ, PRESIDENT, GOLDEN HURRICANE CLUB  
ED RYBICKI, COLLEGE OF ENGINEERING REPRESENTATIVE



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THE UNIVERSITY OF TULSA

ALUMNI ASSOCIATION

TULSA CHAPTER

STRATEGIC FRAMEWORK: 2004-2007

### OUR MISSION

THE TULSA CHAPTER OF THE UNIVERSITY OF TULSA ALUMNI  
ASSOCIATION HAS ONE MISSION – BOLSTERING AND ADVANCING  
THE UNIVERSITY OF TULSA.

### OUR AREAS OF FOCUS

FOSTERING LIFETIME RELATIONSHIPS BETWEEN THE UNIVERSITY  
AND ITS ALUMNI, FORMER STUDENTS, STUDENTS AND FRIENDS

•  
ACTIVELY DEMONSTRATING AND PROMOTING THE VALUE AND QUALITY OF A TU DEGREE

•  
INSTILLING A SENSE OF HISTORY, TRADITION AND PRIDE

•  
ENCOURAGING THE CONTRIBUTION OF TIME, TALENT AND TREASURE  
TO THE UNIVERSITY OF TULSA

•  
SERVING AS A NATIONAL ROLE MODEL FOR CHAPTERS OUTSIDE TULSA

IN CONCERT WITH OUR MISSION AND AREAS OF FOCUS, WE WILL UNDERTAKE THESE STRATEGIC INITIATIVES AND ENDEAVOR TO ACCOMPLISH THESE BROAD GOALS WITHIN THE NEXT THREE YEARS:

**GOAL NO. 1**

**Within three years, develop and maintain a database of accurate, up-to-date information on no less than 85% of greater Tulsa area alumni.**

- 1.1 ESTABLISH TASK FORCE TO PARTNER WITH OTHER TU ORGANIZATIONS TO DEVISE/REFINE ACTION PLANS FOR ACHIEVING THIS GOAL.
- 1.2 COMMUNICATE WITH DONOR SERVICES TO DETERMINE MEANS FOR KEEPING DATA CURRENT.

**GOAL NO. 2**

**Increase and enhance the visibility and understanding of the TU Alumni Association among current students – ensuring that 75% of them have meaningful contact with representative(s) of the Association at least once a year.**

- 2.1 DESIGN A CONSISTENT ALUMNI ASSOCIATION MESSAGE (“BRAND”) TO BE COMMUNICATED TO ALL STUDENTS IN ALL CLASSES OF THE UNIVERSITY.
- 2.2 ESTABLISH MORE DIRECT LINKS TO THE TU STUDENT ASSOCIATION.
- 2.3 INITIATE CONSISTENT, SYSTEMATIC PROGRAMMING TO REACH ALL TU STUDENTS.
- 2.4 ESTABLISH PARTNERSHIP WITH CAREER SERVICES TO FURTHER THE CAREER PROGRAMMING OF STUDENTS AND ALUMNI.

**GOAL NO. 3**

**Increase the visibility and understanding of the TU Alumni Association among alumni, former students, students and friends of the University to achieve a 20% increase in their involvement and participation in Alumni Association sponsored university events and programs.**

- 3.1 DEVELOP POLICIES AND PRACTICES TO EMPOWER THESE GROUPS TO CONTRIBUTE AUTONOMOUSLY OF ALUMNI AND/OR THE UNIVERSITY.
- 3.2 DEVISE AND IMPLEMENT AN ANNUAL COMMUNICATION PLAN.
- 3.3 INVESTIGATE CREATION OF “INTEREST GROUPS” WITHIN THE ALUMNI ASSOCIATION.
- 3.4 DEVELOP A NETWORKING PROGRAM IN SUPPORT OF CAREER SERVICES.
- 3.5 EVALUATE AND EXPAND THE AFFINITY CARD PROGRAM.

**GOAL NO. 4**

**Evaluate current programming and modify or develop new programming, based upon evaluation results. Programming includes all events or activities developed for alumni, former students, students and friends.**

- 4.1 ESTABLISH ON-GOING MEANS FOR PROGRAMMING ANALYSIS, EVALUATION AND DEVELOPMENT FOR TARGETED SUB-GROUPS.
- 4.2 DESIGN AND DISSEMINATE A YEARLY PROGRAMMING PLAN TO ALL AFFECTED UNIVERSITY AND ALUMNI ASSOCIATION SUB-GROUPS.

**GOAL NO. 5**

**Showcase the University’s heritage in a manner that allows all alumni the opportunity to access it.**

- 5.1 ESTABLISH TASK FORCE OR INTEREST GROUP TO DEVELOP COFFEE TABLE BOOK ON TU HERITAGE.
- 5.2 ESTABLISH PLAN OF OPERATION FOR LOCATING, IDENTIFYING, RETRIEVING AND CATALOGING ALL CAMPUS MEMORABILIA IN A MASTER DATABASE.
- 5.3 LAUNCH AN ONLINE MUSEUM.
- 5.4 ASSIST IN RAISING \$25,000 FOR THE BEN HENNEKE HERITAGE ENDOWMENT FUND TO ASSIST THE HERITAGE COMMITTEE IN ITS PROJECTS.

**GOAL NO. 6**

**Assist TU Development Office in their fundraising and increase alumni participation in cooperation with annual Development goals.**

- 6.1 INVESTIGATE AND IMPLEMENT A SPECIFIC FUNDRAISING EVENT BY 2005-2006 SCHOOL YEAR.
- 6.2 ACHIEVE 100% BOARD OF DIRECTORS PARTICIPATION FOR EACH OF THE NEXT THREE YEARS.

**GOAL NO. 7**

**Actively promote the value and quality of a TU degree by creating greater awareness beyond the Tulsa area to statewide and regional populations.**

- 7.1 DEVELOP AND IMPLEMENT A PLAN FOR THE TU ALUMNI ASSOCIATION TO REACH 25% OF ATTENDEES OF UNIVERSITY SPORTING EVENTS HELD ON CAMPUS.
- 7.2 DEVELOP AND HOLD THE FIRST ANNUAL “INTERNATIONAL DAY OF BLUE AND GOLD.”
- 7.3 COORDINATE WITH UNIVERSITY RELATIONS TO INCREASE THE UNIVERSITY’S REPUTATION RANKING AS MEASURED BY U.S. NEWS & WORLD REPORT
- 7.4 WORK WITH OFFICE OF ADMISSION TO BE ALUMNI AMBASSADORS AND TO HELP RECRUIT POTENTIAL STUDENTS THROUGH ESTABLISHED COMMITTEES.