

ASSOCIATION OF YALE ALUMNI IN PUBLIC HEALTH



ALUMNI CONNECTIVITY

STRATEGIC PLAN UPDATE

JUNE 2014

Mission

The Association of Yale Alumni in Public Health exists to foster connections between alumni, provide professional development and leadership opportunities worldwide, aid the Yale School of Public Health in its endeavors, and to serve the public good.

Core Values

The Core Values of the AYAPH represent those principles that are considered worthy and meaningful to uphold now and over time.

Diversity

Communication

Engagement

Advocacy

Leadership

Public Service

Social Justice

The Association of Yale Alumni in Public Health implemented its three-year strategic plan – “Alumni Connectivity” - in January 2013. This update is intended to compliment the original plan and reflects activity through June 2014. The strategic plan covers five themes: Early Engagement of Students and Networking; Mentoring; Events; Technology Leverage; and Global Activity.

Theme Highlights to Date

- *Early Engagement of Students and Networking*
Inclusion of AYAPH representative and other alumni on alumni panel as part of Career Services/SAYPH (YSPH student organization) fall program.
- *Mentoring*
Implementation of Mentoring Program.
- *Events*
Ongoing identification of “champion alumni” to assist with events outside of New Haven.
- *Technology Leverage*
Assessment of technology capabilities and implications for alumni events.
- *Global Activity*
Creation of online seminars with alumni and YSPH faculty that was made available nationally and internationally via live streaming.

Over the course of the strategic plan’s first 18 months of implementation, 48% of the 60 Action Items have been completed, 37% are pending and 15% have been revised based on challenges and opportunities realized during the implementation. The following chart reflects the status of the Action Items by theme.

Theme	Completed	Pending	Revised
Early Engagement of Students and Networking	8	1	0
Mentoring	4	2	5
Events	11	13	2
Technology Leverage	3	2	1
Global Activity	3	4	1
TOTAL	29	22	9
	48%	37%	15%

The combined efforts of the YSPH alumni with the support and direction of the AYAPH board and Office of Alumni Affairs will drive the ongoing success of “Alumni Connectivity.” Our work has just begun.

Alumni Connectivity – Theme One
EARLY ENGAGEMENT OF STUDENTS AND NETWORKING

GOAL ONE

To connect future YSPH alumni (i.e., students) with the AYAPH early in their YSPH experience to ensure ongoing interest and support of the Association and School as graduates.

Strategy 1.A – Implement opportunities for cross communication and interaction

Action Item	Completed	Pending	Revised	Comments
1.A.1. Include AYAPH representative in student orientation program.	X			Ongoing
1.A.2. Include AYAPH representative and other alumni on alumni panel as part of Career Services/SAYPH fall program.	X			Ongoing
1.A.3. Send welcome email from AYAPH President to all students at beginning of each school year	X			Ongoing
1.A.4. Send a holiday greeting/communication from an alum to all students mid-year.	X			Ongoing
1.A.5. Distribute AYAPH E-newsletter to all students.		X		E-newsletter will be sent to students starting fall 2014.

GOAL TWO

To connect current and future YSPH alumni to promote professional growth and the exchange of information.

Strategy 2.A – Diversify opportunities for networking

Action Item	Completed	Pending	Revised	Comments
2.A.1. Actively promote annual alumni/student networking event (Spring Fling).	X			Ongoing
2.A.2: Move event to key cities in alternate years.	X			Networking events were held in New York, D.C., Miami, Chicago and New Haven.
2.A.3: Develop alumni database.	X			Database is available to students via a shared drive. Pertinent information on YSPH alumni is included (e.g., graduation year, concentration, profession, geographic area). Direct contact information can be obtained via Career Services.
2.A.4: Promote AYAPH LinkedIn group.	X			Ongoing

Alumni Connectivity – Theme Two MENTORING

GOAL ONE:

To work in conjunction with the OAA in the development and implementation of a mentoring program for the purposes of: a) enriching the student's academic experience, b) promoting rapport of alumni with YSPH, c) creating a geographically- based network of alumni, and d) establishing a loyal cadre of supportive alumni.

Strategy 1.A - Planning Phase: Identify interested alumni, establish rules/procedures for the program, educate/train alumni and obtain a firm commitment for follow-through.

Action Item	Completed	Pending	Revised	Comments
1.A.1: Create a Mentoring Program Committee of alumni. Committee should include current board members as well as non-board alumni. The committee will serve as a means to contact other interested alumni for the purpose of establishing a core of Mentors committed to the program. The core will be geographically dispersed and will represent the various divisions of YSPH.			X	A Mentoring Program Committee did not need to be established. The OAA was able to successfully identify interested alumni and secure commitments for participation in Program.
1.A.2: Create a Rules and Procedures Committee, made up of Alumni, Dean's Office Representatives, Department Heads and Student representatives. The purpose of this committee is to establish the rules and procedures of the program as well as confirm commitment to the program from all parties who will be involved.			X	Rules and Procedures Committee did not need to be established. The OAA developed the necessary guidelines and policies related to the program.

Strategy 1.B - Implementation Phase: Implement the operation of the Mentoring program.

Action Item	Completed	Pending	Revised	Comments
1.B.1: Match students with alumni according to divisional interests. Types of mentoring could include internship, course work, career, thesis, etc.	X			In November 2013, alumni were contacted by e-mail and asked to volunteer as a mentor. A total of 427 alumni participated. In December 2013 all students (MPH, MS and PhD) were given the opportunity to select up to two mentors. The program was well received with a total of 242 matches, 133 students and 202 alumni participating.
1.B.2: Define/refine protocol of interactions (person-to-person, virtual, telephone). Determine timeline for mentors/mentees. Establish expectations and outcomes.	X			

Strategy 1.C - Evaluation Phase: Obtain ongoing feedback from students and the alumni; evaluate mentoring project on completion; evaluate entire program after 1-2 year period. This Phase also will include evaluation of Mentoring of New Alumni (see Goal Two below).

Action Item	Completed	Pending	Revised	Comments
1.C.1: Feedback report from student and alumni on mentoring progress (e.g., establish time periods for reporting and report on protocols).	X			A student survey was conducted in February 2014. There was a response rate of 59%. 85% of the students find the program to be helpful and 77% rate the program as excellent or good. The complete survey results can be found here . A mentor survey was distributed in May 2014. The results will be available in July 2014.
1.C.2: Feedback report prepared by each party at conclusion of mentoring period (e.g., establish report protocols).	X			See comments above (1.C.1)
1.C.3: Evaluation prepared of the entire program. Initial trial period 1-2 years. Develop an evaluation protocol. Determine if program objectives were met and if program should continue.			X	Annual surveys will be conducted.

GOAL TWO :

Initiate a Mentoring program of new alumni (oriented to career). Follow similar pattern for academic mentoring suggested in Goal One. Provide mentoring for a minimum of three years post graduation.

Strategy 2.A - Continue process with mentor and new alum focusing on career development and job search.

Strategy 2.B - Find mentor for new alum. Seek to obtain geographical and career interest match.

Action Item	Completed	Pending	Revised	Comments
2.A: - Follow Action Items under Goal One, Strategy 1B, Implementation Phase and Strategy 1C, Evaluation Phase.			X	New alum/mentor matches are welcome and encouraged as a continuation of the student/mentor match. However, they cannot be tracked.
2.B: Follow Action Items under Goal One, Strategy 1.B above.			X	See comment above (2.A)

GOAL THREE:

In conjunction with the OAA, assist in the recruitment of students who are interested in or applying to YSPH.

Strategy 3.A - Identify interested alumni, establish rules/procedures for the program, educate/train alumni and obtain firm commitment for follow-through.

Action Item	Completed	Pending	Revised	Comments
3.A.1: - Obtain list of applicants/potential recruits from YSPH and select students who may need assistance in terms of information or with the application process.		X		
3.A.2 - Match admitted students and alumni mentors who are in same geographical area.		X		

Alumni Connectivity – Theme Three EVENTS

GOAL ONE

To develop a series of pilot in-person events across the US, enabling alumni to come together, meet and connect with each other in a way that they would enjoy (and desire to do again) during the academic year.

Strategy 1.A – Identify 3-5 key potential cities with maximum potential attendance

Action Item	Completed	Pending	Revised	Comments
1.A.1: Collect and review concentration of alumni by major metropolitan cities, demographic and AYAPH major.	X			Ongoing
1.A.2: Select 5-10 cities with highest concentration of alums and brainstorm potential resonating themes.			X	Cities, venues and themes are determined by other activities in the city; major conferences; and the travel schedules of the Dean and the Associate Dean for Development and External Affairs.

Strategy 1.B – Identify 2-4 “champion” alumni in target cities to help with local logistics

Action Item	Completed	Pending	Revised	Comments
1.B.1: Review donation history for potential leads.			X	Determined not to be an effective identifier for leads.
1.B.2: Identify potential leads through discussion with Alumni Relations, Dean and/or select board members.	X			Ongoing
1.B.3: Reach out to select potential leads and select most willing.	X			Ongoing

Strategy 1.C – Identify Venue and Theme to maximize attendance

Action Item	Completed	Pending	Revised	Comments
1.C.1: Research and identify potential venues with “champion” alumni – Alum home vs. private location.	X			Ongoing. “Champion” alumni are identified when possible. Their level of support and participation in the selection of venue varies based on several factors, including availability.
1.C.2: Discuss potential themes for event: Dean Cleary visit; High profile faculty; Local alum industry talk; external invited speaker or other.	X			Ongoing. See above comment (1.A.2)

Strategy 1.D – Execute with goal of repeating following year

Action Item	Completed	Pending	Revised	Comments
1.D.1: Identify accurate invite list via Alumni Relations.	X			Ongoing
1.D.2: Select date for event and send “Save the Dates”.	X			“Save the Dates” are sent as appropriate, based on event.
1.D.3: Send Invites closer to date, requesting RSVP.	X			As appropriate, based on event.
1.D.4: Document event with photos and publish in future issues of Yale Public Health Magazine.	X			Photos are taken during Alumni Day and at the APHA conference Alumni Reception for publication. Photos are taken at other events based on logistics and availability of photographer.
1.D.5: Identify ways to measure outcome: attendance, post-event feedback, etc.	X			Surveys are conducted for Alumni Day and large events. Informal feedback is solicited for smaller events (e.g., receptions in various cities during visits from the Dean).
1.D.6: Review feedback, thank attendees and incorporate for future events.	X			Feedback is reviewed and incorporated into future events, as applicable.

GOAL TWO :

To develop foundation for annual dinner in a high-concentration alumni city during an academic year.

Strategy 2.A– Evaluate Goal One cities for potential targets

Action Item	Completed	Pending	Revised	Comments
2.A.1: Review attendance and feedback from Goal One events.		X		The feasibility of an alumni dinner must be determined based on potential attendance and the agreement to forego other events.
2.A.2: Select high-concentration city for “1 st annual” alumni dinner.		X		See above
2.A.3: Engage Champion alums from Goal One events and form subcommittee charged with developing engaging theme and venue ideas.		X		See above

Strategy 2.B – Select Theme and Venue with highest likelihood of repeat interest

Action Item	Completed	Pending	Revised	Comments
2.B.1: Identify theme/venue for annual dinner.		X		See 2.A.1
2.B.2: Estimate potential turn-out based on historical Goal One events and alumni concentration.		X		See 2.A.1
2.B.3: Identify venue capable of adequately hosting potential turn-out.		X		See 2.A.1

2.B.4: Secure sponsors/donors to offset cost of event and price accordingly – decide free vs. small out-of-pocket.		X		See 2.A.1
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Strategy 2.C – Execute with goal of repeating following year

Action Item	Completed	Pending	Revised	Comments
2.C.1: Identify accurate invite list via Alumni Relations.		X		See 2.A.1
2.C.2: Select date for event and send “Save the Dates”.		X		See 2.A.1
2.C.3: Send Invites closer to date, requesting RSVP.		X		See 2.A.1
2.C.4: Document event with photos and publish in future issues of Yale Public Health Magazine.		X		See 2.A.1
2.C.5: Identify ways to measure outcome: attendance, post-event feedback, etc.		X		See 2.A.1
2.C.6: Review feedback, thank attendees, develop roadmap for other potential cities and evaluate expansion for next Academic Year.		X		See 2.A.1

Alumni Connectivity – Theme Four
TECHNOLOGY LEVERAGE

GOAL ONE:

To expand the audience for the annual meeting, via web-enabled technology.

Strategy 1.A – Monitor the progress of the OAA and Yale University IT staff in determining the capability, feasibility and potential implementation of web access for the annual meeting. Provide support and assistance as requested/needed.

Strategy 1.B. – Ensure proof of concept viable

Action Item	Completed	Pending	Revised	Comments
1.A: Offer web access to annual meeting			X	Providing web access (i.e., live streaming) is not feasible at this time due to costs and limited technology/technical difficulties at chosen venues.
1.B: Engage with annual meeting topic to ensure high value theme is selected	X			Ongoing

GOAL TWO:

To expand awareness of Board members and available committees/subcommittees with the goal of connecting more alums to Board activities and objectives.

Strategy 2.A – Provide more transparency of Board member backgrounds and committee membership via website.

Strategy 2.B – Ensure more awareness of committee existence and charter via website.

Action Item	Completed	Pending	Revised	Comments
2.A.1: Solicit bios from board members		X		Bios will be collected by July 2014.
2.A.2: Update website with board member bios and committee membership/chair.		X		Bios will be included on website by September 2014
2.B.1: Identify current and future committees and leadership.	X			Ongoing
2.B.2: Update website to reflect committee charge and current leadership.	X			List of all committees and charges is included on website.

Alumni Connectivity – Theme Five
GLOBAL ACTIVITY

GOAL ONE

To develop, in conjunction with the OAA, a more comprehensive global AYAPH database of alumni, students, faculty (including former faculty) who are actively interested in international activities over the next academic year.

Strategy 1.A – Review and update the existing database that includes alumni who are living abroad.

Strategy 1.B - Determine who else is interested in global activities by canvassing students, faculty, alumni and other university professionals.

Action Item	Completed	Pending	Revised	Comments
1.A.: Increase the number of alumni names in the international database by researching this area.	X			On-going. GH Committee will continue reaching out through other alumni and OAA to expand database.
1.B.: Include these individuals in the comprehensive database			X	On-going. GH LinkedIn subgroup has been created and currently has 22 alumni members. Continue expanding GH LinkedIn subgroup through invitations from GH Committee and LinkedIn Subgroup members.

GOAL TWO:

To promote, support and integrate YSPH and public health issues into the AYA Alumni Service Corps to benefit the students, faculty and alumni of the School.

Strategy 2.A - Acknowledge and connect with the shared interest groups and other Yale alumni networks

Action Item	Completed	Pending	Revised	Comments
2.A.1: Develop a committee of interested and relevant professionals and at least one student who will establish the framework for an AYAPH global Service Corps.		X		Following discussions with other committee members, it was decided to defer action on this. Will be discussed anew/revised in the fall.
2.A.2: Connect students/faculty and alumni with each other who will be interested in being part of the Service Corps for the purpose of networking as well as sharing global experiences, via e-mail and AYAPH website.		X		See comments above.
2.A.3: Establish (2-3) Service Corps events over a defined and appropriate time frame.		X		See comments above.
2.A.4: Create online seminars with alumni and YSPH faculty that can be accessed/available nationally and internationally (Live Streaming).	X			On-going. The first seminar organized by the GH Committee was Dr.Unni Karunakara’s talk (Dean’s lecture), Medical Director of Doctors Without Borders was held on April 24, 2013. This

				lecture in Winslow Auditorium was recorded and made available through both the YSPH website and the GH LinkedIn Subgroup. Additional seminars will be organized in the future
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GOAL THREE:

In conjunction with the OAA, to support and promote Dean/Faculty/Alumni communication with alumni abroad, via alumni networks, publications and global events.

Strategy 3.A - To foster and enhance alumni relations abroad through various means of communication, e.g., webinars, discussion boards, publications from the AYAPH and YSPH.

Strategy 3.B - To continue to enhance alumni relations abroad by promoting and supporting receptions, lectures/forums when traveling.

Action Item	Completed	Pending	Revised	Comments
3.A: Promote international alumni events to encourage participation, via alumni networks.	X			On-going. Information about events with Global Health focus/interest are posted in the GH LinkedIn Subgroup and through dissemination by the GH Committee members
3.B: Coordinate communication/promotion efforts with the OAA and Yale's Director of Global Activities.		X		Not initiated yet. All and any efforts in this have been through OAA as the GH Committee has not officially reached out to the Yale Director of Global Activities.