



National Hampton Alumni Association, Inc.

2008-2009 WORK PLAN

POSSIBILITIES UNLIMITED

8th Biennial Convention

**August 7-10, 2008
Las Vegas, Nevada**

KEY TERMS



This is a value, a basic belief that guides our behaviors and actions.

When we address our challenges, we do not set limitations and bind ourselves but rather we are able to find new and innovative ways to make things happen. We commit to believing “we can” and to acting “we will” so that our outcomes can be achieved “we did.”

Possibilities Unlimited means that our...

- *Attitude* is positive
- *Focus* is on solutions
- *View* of the glass is “half full”
- *Energy* is directed toward succeeding
- *Vocabulary* includes can, will, did



Premier Association

The NHAAL, Inc. is premier when its members...

- Across generations connect, grow, and contribute to the betterment of Hampton University and the communities where Hamptonians live and serve
- Understand the NHAAL, Inc. vision, mission, goals, plans, programs, and results
- Recruit, reclaim, and reaffirm their engagement, commitment and pride
- Value everyone’s voice and ideas and recognize the diversity of the Hampton family

The NHAAL, Inc. is premier when the organization...

- Maintains contact and engages its members, partners, and stakeholders
- Manages responsibly its resources
- Measures and holds itself accountable for achieving its goals
- Continually seeks new ways to become extraordinary and embraces innovation



THE HAMPTON VILLAGE

This is an inclusive community that includes Hampton alumni, students and their parents, significant others, administration, faculty, staff, friends, and partners.

Outcomes, Strategies, Goals 2008-2009

Desired Outcomes

- ▶ Alumni satisfied with the benefits derived from their membership
- ▶ 25% alumni engaged in NHAA, Inc. programs, activities, and contributing to the University
- ▶ Window for the newly erected cafeteria bearing the name of the association paid in full (\$100k)
- ▶ Alumni contributing in excess of \$2 mil to the University
- ▶ Assist the University in hosting 40 on-site admission events
- ▶ Secure 2250 applications
- ▶ Recruit 900 admits
- ▶ 7 freshmen students confirmed to receive scholarships from the NHAA, Inc. Endowed Scholarship Fund
- ▶ Alumni and students satisfied with their mentor relationships
- ▶ At least 1 Parent Club established in each Region
- ▶ Increased number of students engaged in the Pre-Alumni Council

POSSIBILITIES UNLIMITED



Outcomes, Strategies, Goals 2008-2009

▶ Create a values driven culture

This strategy directs our attention to our beliefs and calls upon both leadership and members to align their actions with their values. Preferred practices emerge that ensures the organization engages in those actions which gets optimal results.

▶ Build infrastructure

This strategy focuses our efforts toward expanding our capacity. It involves ensuring the right people are in the right seats, clarifying roles and responsibilities, utilizing tools that drive efficiency, establishing brand identity, and creating accountability mechanisms.

▶ Leverage relationships

This strategy recognizes that relationships drive results. Time is spent cultivating and maintaining mutually beneficial partnerships with all members of the Hampton Village. Partners are also established with entities within our global community.



Outcomes, Strategies, Goals 2008-2009

Goal #1 **Align organizational practices with core values**

Actions

- Establish Rules of Engagement
- Define Preferred Practices

Goal #2 **Develop self-directed teams**

Actions

- Right People in Right Seats
- Team Building Activities
- Define Roles & Responsibilities
- Hold Team Members Accountable

Goal #3 **Utilize cutting-edge technologies**

Actions

- Create interactive, user-focused web site
- Utilize streaming media & social networks

Goal #4 **Establish mutually beneficial partnerships**

Actions

- Build collaborative relationship with Hampton Village partners
- Provide value driven benefits for Alumni Members
- Identify and form relationship with Business & Community partners
- Strengthen relationship with Students
- Establish Parent Clubs
- Match Students with Alumni as Mentors



Rules of Engagement

- ❑ **Outcomes focus-** We will begin all activities with the end in mind.
- ❑ **Organization centered** – Our actions will be based on what is best for NHAA, Inc. versus personal preferences.
- ❑ **Responsive-** We will always respond to our constituents and direct them to the appropriate person.
- ❑ **Solution Driven-** We will identify problems, barriers, and issues. We will use our clarification to discover ways to navigate successfully, facilitate change, and achieve our goals.
- ❑ **Prioritize-** We will recognize that we can't do everything at once. We will start with what is most important, what relates to our goals, and what is tied to achieving our desired outcomes.
- ❑ **Open communication-** We will share information so that everyone on our Board and our constituents are informed.
- ❑ **Partnership-** We will make sure that we spend the time we need to identify, cultivate, and maintain the appropriate partners.
- ❑ **High Tech and High Touch-** We will use cutting edge technologies and yet keep the personal touch.
- ❑ **Professional-** At all times we will demonstrate that we are knowledgeable about the subject matter at hand, skilled and proficient at executing the work that must be done.
- ❑ **Standard of Excellence-** Everything that is done, said, produced will be accurate, complete, and timely.
- ❑ **Personable-** We will take the time to get to know our constituents.



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