



Barton Community College Strategic Plan Project Charter

3.4 – Establish the Alumni and Friends Association to increase Barton student and alumni connections.

Purpose (The why of the project/current state):

Establish the Alumni and Friends Association (AFA) by creating the core structure (governance, membership/benefits, operations) and the baseline data/documents needed to sustain alumni engagement. Work will align with, and where possible be incorporated into, the 2026 Alumni Strategic Plan.

Artifacts: (The evidence being used):

- IA Draft 2025 Strategic Plan: Establish Alumni & Friends Association (AFA) by Summer 2026
- Foundation Draft 2025 Strategic Plan Goal 1.2: Launch (AFA) by Summer 2026
- 2026 Alumni Strategic Plan: Ensure AFA projects are aligned and, where possible, embedded as actions
- AFA Charter: Member benefits, achievable year-one planning/activity calendar, and related deliverables defined and shared by Dec 2025 (IA Draft 2025–2026 Strategic Plan 3.4.1; Foundation Draft 2025–2026 Strategic Plan Goal 1.2)
- Baseline alumni contact/affinity data, data standards, and a simple KPI dashboard/reporting cadence

Overview (Summary of what will be done):

This project will build the Alumni & Friends Association's (AFA) foundation needed for a successful launch by Summer 2026, including governance and operating cadence, member benefits, and a realistic year-one activity calendar. It will also establish baseline metrics (contact coverage, e.g., how many alumni we can actually reach because we have current contact info; affinity capture, e.g., what we know about what they care about or feel connected to at Barton; and engagement) and document the data standards required to maintain and report progress.

Project Addresses Strategic Initiative:

3.4 – Establish the Alumni and Friends Association to increase Barton student and alumni connections.

Goal (Desired result/the data point you want to move):



By Summer 2026, launch the AFA with an approved charter, defined member benefits, and a year-one activity calendar; establish baseline alumni contact/affinity data and a repeatable reporting cadence (per IA 3.4.1 and Foundation Goal 1.2; aligned to the 2026 Alumni Strategic Plan).

Project Description or Scope of Work:

- Governance/operations: approve charter, define roles, meeting cadence, and decision/documentation standards
- Membership model: define membership approach and member benefits (deliverable due Dec 2025)
- Year-one plan: create achievable activity/engagement calendar
- Baseline data/documents: collect/standardize contact and affinity data; define data fields/definitions; establish baseline metrics and reporting cadence
- Strategic alignment: map activities to the 2026 Alumni Strategic Plan and to IA 3.4.1 / Foundation Goal 1.2; avoid duplicative projects

Starting Date:

Fall 2025

Milestone Dates:

- Dec 2025: charter, member benefits, and year-one calendar complete (IA 3.4.1 / Foundation Goal 1.2)
- Spring 2026: digital engagement campaign; baseline metrics reporting begins
- Summer 2026: AFA launched
- Fall 2026: Hire new position
- Spring 2027: Build calendar
- Spring 2028: Kickoff event

Impact (How the goal is reflected in a defined population):

The Alumni & Friends Association will create clear, consistent ways for alumni and friends to connect with Barton and will strengthen engagement through defined benefits, coordinated outreach, and measurable participation. Engaged alumni also support current student success through mentoring, networking, advocacy, and philanthropy.

RACI (Responsible, Accountable, Consulted, Informed) Chart:

- [See RACI Chart Spreadsheet](#)

Plan for Sustainability (Where will project “live” after implementation):



After launch, the AFA will be maintained within Institutional Advancement/Foundation operations through the approved charter. Priorities and the year-one plan will be reviewed and refreshed through the 2026 Alumni Strategic Plan cycle.

Additional Relevant Information:

Identified Institutional Values: (For 3.4 SPI, what institutional values are demonstrated by this initiative? (Honesty, Fairness, Respect, Courage, Trust, Responsibility)

Trust, Respect, Courage