

CASE STUDY: Alumni Association Strategic Plan, Membership Model, and Shared Services

Situation

The University of Pittsburgh Alumni Association serves, in connection with the Office of Institutional Advancement, as the conduit between the University of Pittsburgh and its 318,000 alumni. Over the years, alumni relations at the University of Pittsburgh continued to build its identity and provided students and alumni various opportunities to connect with fellow Pitt alums and remain engaged in the University long after graduation. The Office of Institutional Advancement and the Association’s operations continued to evolve, and the needs of its members continued to change. The University and its Alumni Association engaged The Hill Group to evaluate its position within the market environment, determine the desired state of the Alumni Association, assess other organizations to identify areas for internal improvement, and develop a strategy that will provide a roadmap for three to five years.

Solution

The Hill Group conducted a rigorous Market and Situational Analysis as the first phase of this process. Based on the analysis, which consisted of primary and secondary research, a strategy was developed to grow and sustain the Alumni Association that included a new membership model. The strategy was operationalized into a strategic plan with tactical operational plans and business plans. The Hill Group also worked with Institutional Advancement to identify areas in which the Alumni Affairs Office could better coordinate alumni activities across academic units and provide conference and event services to other business and academic units within the University.

CLIENT

UNIVERSITY OF
PITTSBURGH
ALUMNI
ASSOCIATION

INDUSTRY

HIGHER EDUCATION

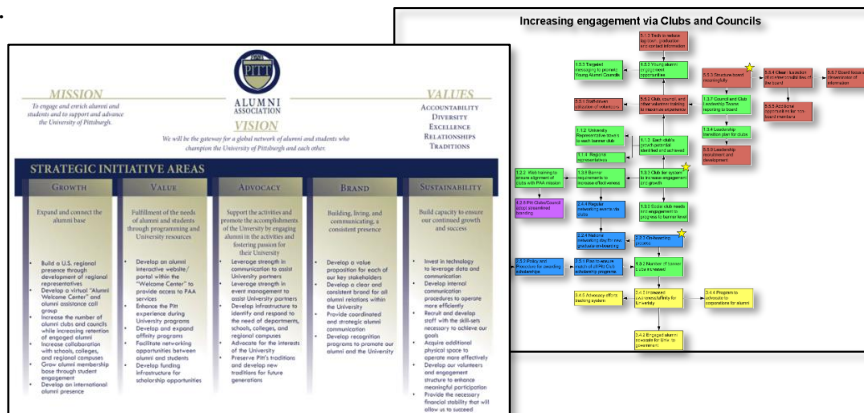
PROJECT

STRATEGIC
PLANNING

MARKET RESEARCH
AND ANALYSIS

STAKEHOLDER
ENGAGEMENT

MEMBERSHIP
MODELING



Results

- Engaged stakeholders to inform and gain buy-in to plan
- Identified and prioritized 5 major strategic initiatives
- Developed and analyzed potential membership models to enhance growth and sustainability
- Developed opportunities to earn income through member benefits and services
- Created an opportunity to provide conference and event services for other University units

Behind the Scenes

Stakeholder engagement and buy-in was vital to the success of this project. Armed with this knowledge, Hill Group consultants Conducted over 50 engagement opportunities for stakeholders through interviews, focus groups, and surveys. This feedback, coupled with the work of the strategic planning committee, resulted in the Alumni Association's new membership model. An additional step to this buy-in was working with Institutional Advancement to identify areas in which the Alumni Affairs Office could better coordinate alumni activities across academic units.

About The Hill Group, Inc.

Founded in 1953, The Hill Group, Inc. is a premier provider of management counsel, specializing in strategy, execution, and measurement. Our team of consultants has deep experience across several industries, enabling our team to draw on best practices from a variety of sectors to help our clients grow, innovate, and achieve maximum potential.

Strategy – *Envisioning an organization's future, capitalizing on its opportunities, identifying strategic priorities, and implementing positive change.*

- Strategy Development
- Decision Support and Analysis
- Strategic Planning and Management
- Business Planning and Feasibility Assessments
- Mergers, Acquisitions, and Strategic Alliance Planning
- Market Research and Analysis

Execution – *Ensuring that an organization is efficiently and effectively utilizing its resources to its full potential.*


- Process Improvement and Innovation
- Business Model Development and Resource Allocation
- Financial Assessment and Management
- Turnaround, Business Transformation, and Change Management
- Governance Assessment and Development

Measurement – *Increasing an organization's performance through measurement and continuous improvement.*


- Measurement
- Business Analytics and Intelligence
- Economic Impact Assessment
- Employee Opinion, 360-Degree Feedback, and Service Quality Surveys
- Industry Benchmarking Surveys


Contact Us Today

 info@hillgroupinc.com

 412-722-1111

 www.hillgroupinc.com

 /the-hill-group-inc.

 /TheHillGroupInc



Visit Our Website