The JMU Alumni Association is proud to represent more than 113,000 Dukes across the globe — a worldwide and openhearted community of people who understand what it means to Be the Change.

Together, we give back to the university in ways that further the reach and reputation of the JMU we know and love. We are donors, volunteers and advocates, and we realize the awesome responsibility and role we have in being ambassadors for Madison, and helping create a brighter future for our beloved alma mater.

We invite you to review our latest strategic plan, which aims to achieve our mission: to engage alumni and cultivate involvement and investment in James Madison University. It is our hope this plan will provide a detailed roadmap for the future success of the JMU Alumni Association, and in turn help ensure that the Madison Experience — something we all treasure — remains unmatched.

Alumni have been the driving force behind institutions across America for generations, and at JMU, informed, involved and invested graduates will lead Madison further into its second century … and we will do that together.

As JMU’s reputation has grown nationally, so too does the value of your degree. We look forward to working with you as we create a brighter future for the JMU Alumni Association, and James Madison University, because we are Dukes from day one, and we are alumni for life.

Go Dukes!

Ashley Privott
Executive Director
JMU Alumni Association

Jamie Jones Miller (’99)
President
JMU Alumni Association
MISSION
To engage alumni and cultivate involvement and investment in James Madison University.

VISION
A leading Alumni Association that, through University, Student and Alumni engagement, is an essential partner to the advancement of the JMU Mission.

CORE VALUES
Engagement
Investment
Service
Collaboration
1. CONNECT & SERVE ALUMNI

Create and foster meaningful opportunities for alumni worldwide to serve James Madison University and to connect with the University, its students and other alumni.

1.1 Support and Develop JMUAA volunteers.

1.2 Increase participation and impact of JMUAA events worldwide.

1.3 Increase the number of alumni connecting to JMU through our communications platforms.

1.4 Identify and Develop programs and events to serve JMU Alumni career-related needs.

1.5 Develop a system to track alumni engagement by the end of FY14.
STRATEGIC DIRECTIONS

2. ENGAGE & SUPPORT STUDENTS

Foster relationships with students that build a lifelong commitment to JMU and a positive identity as a JMU alumna/us.

2.1 Launch the Student Alumni Association in FY14 and reach a minimum of 500 members by the end of FY14; growing to 1000 members by the end of FY16.

2.2 Reach 2400 student donors by the end of FY14 and grow by 5% annually.

2.3 Increase the funds available through JMUAA scholarships by 5% annually.

2.4 Expand Legacy programming to 6 events per year by FY16.

2.5 Identify and Develop opportunities for inter-generational learning by facilitating interaction between JMU students and alumni.

2.6 Establish the JMUAA and SAA as the keeper of JMU traditions, educating new students each year on our history and traditions.
3. STRNGTHEN JMU

Be ambassadors for our alma mater, inspiring investment in JMU.

3.1 Recognize and celebrate the personal and professional successes of JMU alumni faculty, staff and students through our awards program and other JMUAA resources.

3.2 Develop a plan for the association to be a vital strategic partner in the capital campaign by the end of FY14.

3.3 Inspire investment through 100% participation in annual giving by JMUAA leaders.

3.4 Develop and steward JMUAA resources to ensure a sustained and active association.
STRATEGIC DIRECTIONS

4. BUILD COLLABORATIVE PARTNERSHIPS
Extend the reach, effectiveness and efficiency of the JMU Alumni Association by building meaningful and lasting partnerships with University colleges, schools, departments and organizations.

4.1 Serve as a valuable resource of alumni talent and support for campus departments.

4.2 Create a marketing strategy with Communications & Marketing to share alumni and university stories.

4.3 Enhance partnership with University Development to increase the number of alumni donors.

4.4 Enhance partnership with Career and Academic Planning to expand career-related programming.

4.5 Enhance partnership with the Office of Admissions to attract and recruit quality future students and to expand services to legacy families.

4.6 Partner with Athletics to enhance the JMU reach.