

McGeorge Alumni Board Strategic Plan — 2025-2026

Drafted by McGeorge Alumni Board Executive Committee

May 2025

Mission Statement

To serve as a dedicated advisory body that strengthens McGeorge School of Law's community, enhances its reputation, supports student success, and advances fundraising and alumni engagement.

Strategic Priorities for 2025

1. Dean Transition Support

Goal: Facilitate a smooth and successful leadership transition by fostering meaningful connections between Dean Michael Colatrella and the alumni community, while aligning alumni engagement with key institutional priorities.

Actions:

- Support Dean's priority of increasing bar pass rate.
- Support Dean's priority of improving job placement.
- Support Dean's goal of increasing percentage of overall alumni giving.

For all above: brainstorm ideas for alumni-led initiatives (May); follow up with Dean Colatrella and/or Director of Bar Support and implement agreed upon strategies (August).

2. Student & Graduate Professional Development

Goal: Expand alumni participation in student success initiatives.

Actions:

- Increase alumni participation in the 1L/Alumni Mentor Program for a 1-1 ratio in 2025-2026 school year. Encourage continued 100% Board member engagement.
- Support career development through alumni-led workshops and job placement referrals, especially targeting under- or unemployed recent graduates.

2. Brand Awareness & Engagement

Goal: Elevate McGeorge's visibility and public reputation.

Actions:

- Encourage Board members to engage with and amplify McGeorge's digital content (goal: 100% engagement [i.e., liking, sharing and commenting on posts from the school] by Board members monthly).
- Partner with MarComm to create a "Day in the Life of an Alum" and/or "Tiny Mic" interview series to get more Board presence on social media.

McGeorge Alumni Board Strategic Plan — 2025-2026

Drafted by McGeorge Alumni Board Executive Committee

May 2025

3. Fundraising & Resource Development

Goal: Support advancement efforts to exceed the \$9M fundraising target for FY25.

Actions:

- Ensure 100% Board giving (give/get requirement) by year end, through targeted peer outreach and early pledge commitments.
- Actively promote and participate in Pacific Gives as Board Ambassadors.
- Encourage Board members to host or sponsor at least one alumni fundraising event or mixer.

Key Engagement Commitments

- April 16 – Dean Schwartz Tribute
- May 17 – Board Meeting
- August 22 – Sacramento Alumni Mixer (bring a guest!)
- August 23 – Board Meeting
- November 7 – Dine with Alumni
- November 8 – Board Meeting

Accountability & Goal Tracking

Annual progress report to be delivered by the Executive Committee.

Review and refine strategic plan at each quarterly meeting in 2025.