



RYERSON HOSPITALITY ALUMNI ASSOCIATION  
 STRATEGIC PLAN  
 2013-2015

**R<sup>HAA</sup>**  
 Come Back... Give Back

# VISION & MISSION

## **VISION**

The Ryerson Hospitality Alumni Association (RHAA) will be the leading Hospitality School Alumni Association in Canada.

## **MISSION**

The Mission of the RHAA is to foster and enhance relationships between students and Alumni of the School of Hospitality and Tourism Management (SHTM) through social and educational activities.

In carrying out this Mission, the RHAA will be accountable to the following stakeholders:

### **To Alumni As:**

- A network that promotes professional and social connections and celebrates alumni accomplishments.
- A catalyst that promotes an active commitment to:
  - School of Hospitality and Tourism Management
  - Fellow alumni
  - Students

### **To Students As:**

- A facilitator that brings the experience of alumni to students contributing to their success.
- A promoter of building life long connections to Ryerson.
- A source of financial support through scholarships and donations.

### **To Industry As:**

- A conduit that connects current students, alumni and industry through a variety of initiatives that enhances Ryerson's reputation.
- A link to life long learning opportunities that are related to current industry issues

## **KEY AREAS OF FOCUS**

1. Networking
2. Students
3. Learning
4. Fundraising

# 1. NETWORKING

## Strategy

Leverage relationships to maximize personal and professional resources for all stakeholders.

## Rationale

The RHAA is committed to establishing a networking culture which is important to the professional and personal success of its stakeholders. Once students graduate and enter the industry, networking is one of the primary motivators for connecting back to the RHAA and the school through:

- Professional development opportunities through life-long learning and contacts.
- Maximize use of all social media channels (ie Facebook, Linked In, etc)
- Creating a "Friend Building" culture through social connections.
- Leveraging relationships to create a dynamic and growing resource to draw upon for personal and professional growth.

## Tactics and Measurable Outcomes

### **1. Meet & Greet**

An alumni based function, focusing on RHAA profile building through **social interaction**, for support of future events and committee involvement. This event is structured to maximize networking for all attendees by:

- Maximizing Alumni attendance
- Targeting 3<sup>rd</sup>/4<sup>th</sup> year students as attendees
- Host event at the business of an Alumni to support/showcase the venue
- Promotion of future RHAA activities and events

### ***Measurable Outcomes***

Minimum of 1 function per year with the following targets

- Pre-event communication (minimum of 2)
- 25 % participation from 3<sup>rd</sup> & 4<sup>th</sup> year
- Min 40 to 50 alums, 50 % from Faculty
- Post event communication

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# 1. NETWORKING

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## Tactics and Measurable Outcomes continued

### 2. Alumni Weekend

The RHAA participates in Ryerson University Alumni Association's (RUAA) **Alumni Weekend** by:

- scheduling the current Industry Speaker Series on this weekend (whenever possible)
- facilitating the involvement of honoured years through the RHAA website
- communicating specific event details to Alumni on behalf of the School of Hospitality and Tourism
- by linking to RUAA for information on University wide events

### **Measurable Outcomes**

Minimum of 1 pre-event communication to each of the following:

- to all Alumni inviting them to Alumni Weekend
- to all honoured year Alumni with a personalized note from the previous year's honoured class

### 3. Social Media

The RHAA will maximize all social media (current and future) to stay connected with current students and Alumni.

- Use social media to promote RHAA events
- Develop a social media strategy that supports the Mission statement and fosters the future growth of the RHAA

## 2. STUDENTS

### Strategy

Build strong relationships with current students through increased awareness and interactions with the RHAA and industry stakeholders.

### Rationale

A life long commitment to the RHAA, Hospitality and Tourism Management and Ryerson is achieved through building foundations with current students who are future industry leaders.

### Tactics and Measurable Outcomes

#### 1. Career Development

Provide opportunities for *career development* and *mentoring*. This enables a “career coaching” relationship that focuses on career development and provides an opportunity for a mentoring relationship to develop.

#### *Measurable Outcomes*

- Host a minimum of 2-3 career related initiatives
- Target 20% participation from 3<sup>rd</sup> & 4<sup>th</sup> year
- Annual student survey to measure their experience with RHAA events: achieve 60% response

#### 2. Relationship Building

Maximize RHAA presence at the school through targeted initiatives to strengthen relationships between students and the RHAA.

#### *Measurable Outcomes*

- Members of the RHAA Executive Committee will include 2 students, one from years 3 and 4
- Bi-annual RHAA email blast to students
- Support of Student events. (e.g. international woman’s day, world tourism day, convocation)
- RHAA information board located at HTM
- Participation in Orientation day
- Presentation to Common Hour Classes
- Companies at Career Fair to bring Alumni representation

#### 3. Student Awards

- Participate at **HTM’s Annual Award’s Night** through Executive Committee attendance at the event and presenting specific awards recognizing student achievement.

#### *Measurable Outcomes*

- Increasing award value for current awards within the next 5 years (see appendix)
- Target **all** award winners for future RHAA involvement

## 3. LEARNING

### Strategy

Create learning opportunities for alumni, students and industry.

### Rationale

The RHAA, in partnership with the School of Hospitality and Tourism Management, creates life long learning opportunities for all stakeholders to achieve personal growth and improve their competitive edge by:

- Bringing RHAA stakeholders back to Ryerson as their first choice for continued learning
- Acting as a conduit connecting industry to school
- Create opportunities to maximize learning within a networking environment

### Tactics and Measurable Outcomes

#### **1. Industry Speaker Series**

Brings together industry and students in a professional meeting format to **learn** from Industry leaders. This event is structured to maximize networking for all attendees by:

- Selecting relevant high profile industry leaders that impact the hospitality industry. Rotate theme of speakers between hotels, food service, tourism, entrepreneurial, providing a variety of focus from year to year.
- Industry sponsorship of student seats allowing them to attend free of charge
- Combined tables for students and industry
- Maximize social networking through pre/post reception
- Holding this event on Alumni weekend connects it to the wider University alumni audience

#### ***Measurable Outcomes***

- 50/50 target for industry and student ratio, minimum 100 participants.
- Participation from the Ryerson community, GTA community colleges, and universities
- Post event communication will target industry related publications within 7 days of event.
- Financial – the event does not have a fund raising focus and should break- even.

#### **2. Come Back, Give Back (Alumni involvement)**

Communicate the multiple opportunities for alumni to connect back to the school. Encourage Alumni to return to the School to participate in student learning

#### ***Measurable Outcomes***

Ensure continuous growth in the participation of alumni in the following areas and recognize them through the RHAA website:

- Classroom guest speakers
- Research projects
- Student projects

# 4. FUNDRAISING

## Strategy

Generate funds for current and future financial commitments and operating expenses.

## Rationale

Enables RHAA to meet its commitments in the following key areas:

- To raise \$4,350/year (based on 2012 commitments) to fund current fixed financial commitments.

2012 - 2014	
Scholarships: Green Award	\$750
Entrance	\$1000
RHAA Spirit of Community Award	\$1000
Newsletter	\$600
Student Support – Event Sponsors	\$1000
<b>TOTAL CURRENT COMMITMENTS</b>	<b>\$4,350</b>

- To raise \$1,000/year (based on 2012 commitments) to fund optional financial commitments.

Student event support for:

- Graduation
- World Tourism Day
- International Women’s Day

Student Learning support through:

- Classroom technology
- Library resources
- Raise an additional \$3,000 for future programs, initiatives and contingency

## Tactics and Measurable Outcomes

The golf tournament is the major fundraising initiative and has a targeted communications plan.

### 1. Golf Tournament

Brings together industry and alumni in a casual environment with **fundraising** as its primary focus.

#### **Measurable outcomes**

- Pre-event communication (minimum of 3 )
- Make a minimum profit of \$5000 through various methods of fundraising.
- Achieve maximum participation of 144 golfers
- Post event communication

### 2. Other Events and Initiatives

- Sell a page of newsletter advertising at \$200 per 1/8<sup>th</sup> of a page
- Develop a plan to Sell RHAA logo’d items (i.e. pens, key chains, mugs) in 2013

## 4. EXECUTIVE TEAM

