

**Business Plan of the
George Mason University School of Law
Alumni Association**

- I. **Mission.** To promote business and professional opportunities, disseminate relevant information about school news and activities, provide social interaction and networking opportunities, and otherwise offer support for the students and the school.
- II. **Goals, Strategies and Tactics**
- A. Goal: Promote Business and Professional Opportunities
1. Management Oversight: Professional Development Committee
 - a. Comprising 3 directors: a chairman and 2 directors
 2. Strategy: Provide relevant tools and information to alumni to help them achieve and maintain membership in the bar and to make them more effective attorneys.
 3. Tactics:
 - a. Provide 4 CLE opportunities per year for alumni.
 - i. Financial consideration:
\$ Annual receipts: \$ ____ (self-funded through fees)
\$ Annual expense: \$ ____
 - b. Provide 2 educational forums for enlightenment of alumni.
 - i. Financial consideration:
\$ Annual receipts: n/a
\$ Annual expense: \$ ____
- B. Goal: Disseminate Information
1. Management Oversight: Communications Committee
 - a. Comprising 3 directors: a chairman and 2 directors
 2. Strategy: Disseminate information on a timely basis to alumni, students and the legal community regarding school and alumni news, professional information, public relations, and information necessary to alumni involvement.
 3. Tactics:
 - a. Publish quarterly newsletter
 - i. Financial consideration:
\$ Annual receipts: \$ ____ (advertising revenue)
\$ Annual expense: \$ ____
 - b. Hold board meetings and an annual alumni meeting

- i. Financial consideration:
 - \$ Annual receipts: n/a
 - \$ Annual expense: \$ ____
 - c. Utilize broadcast email for information on specific events and develop an interactive website
 - i. Financial consideration:
 - \$ Annual receipts: n/a
 - \$ Annual expense: \$ ____
 - d. Request occasional outreach by dean of law school
 - i. Financial consideration: n/a
 - e. Provide occasional mailers on special occasions
 - i. Financial consideration:
 - \$ Annual receipts: n/a
 - \$ Annual expense: \$ ____
- C. Goal: Provide Social Interaction and Networking Opportunities
- 1. Management Oversight: Networking Committee
 - a. Organized into 3 subcommittees: JLR, Reunion, Golf Tournament
 - i. Subcommittees comprise a chair and 2 directors
 - ii. Networking Committee is chaired by Vice President
 - 2. Strategy: Provide opportunities for interaction among alumni, members of the legal community, students and faculty through organized events and other means.
 - 3. Tactics:
 - a. Hold annual Judicial, Legislative & Administrative Reception (JLR)
 - i. Financial consideration:
 - \$ Annual receipts: \$ ____ (fees)
 - \$ ____ (sponsorships)
 - \$ Annual expense: \$ ____
 - b. Hold annual Golf Tournament
 - i. Financial consideration:
 - \$ Annual receipts: \$ ____ (self funded through fees)
 - \$ Annual expense: \$ ____
 - c. Hold annual alumni reunions

