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
i. Financial consideration:
   $ Annual receipts: $ ___ (self funded through fees)
   $ Annual expense: $ ___
d. Hold annual alumni meeting in June
   i. Financial consideration:
      $ Annual receipts: n/a
      $ Annual expense: $ ___

D. Goal: Offer Support for Students and the School
1. Management Oversight: Outreach Committee
   a. Comprising 3 directors: a chairman and 2 directors
2. Strategy: Provide support and guidance to students through financial and personal contributions; and advocate for alumni and student interests and concerns to the university administration.
3. Tactics:
   a. Provide two scholarships annually
      i. Financial consideration:
         $ Annual receipts: $ ___ (funded through Golf Tournament)
         $ Annual expense: $ 4,000
   b. Hold “GMU Brown Bag Exchanges” between students and practitioners
      i. Financial consideration:
         $ Annual receipts: n/a
         $ Annual expense: n/a
   c. Maintain board involvement in university, including monthly meeting between board officers and law school dean, and provisions for a seat on the GMU Alumni Association board
      i. Financial consideration:
         $ Annual receipts: n/a
         $ Annual expense: n/a