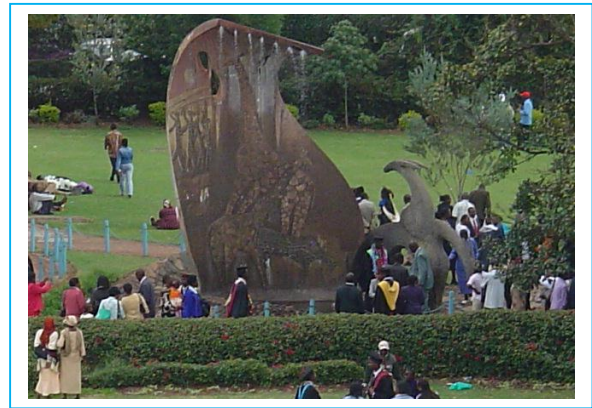




## UNIVERSITY OF NAIROBI ALUMNI ASSOCIATION

# Strategic Plan | 2012-2013



*"Connecting Alumni with Alma Mater"*

## **FOREWORD**

For the last 7 years, University of Nairobi Alumni Association (UONAA) has worked diligently to connect alumni with their alma mater since it was first launched in 2005. Today, with more than 130,000 alumni who have graduated from the University of Nairobi, the UONAA stands as the Kenya's, East and Central Africa's largest alumni association. Our vision is to make the UONAA as the best alumni model in Africa.

Building on the foundation laid by the Executive Council, founding and the current Administrator of the UONAA, the new management will build on their successes by strengthening the secretariat, intensifying membership recruitment drive, marketing and fundraising for the Alumni Centre Project. The 22 checklist point strategic goals covering the 3 key priority areas will help to take the association from the runway into the air.

Driving this 2012/2013 strategic operational plan takes into consideration what's most important and urgent for the UONAA to accomplish during the next 1-2 years. However, it should be noted that this is a pre-cursor to our 3 year strategic plan which will be developed consultatively with the Executive Council, alumni and the University Management Board. The plan is guided by our mission of "connecting alumni with their alma mater" by setting a foundation for providing unique and innovative services to our alumni in order for them to support the University's mission of teaching, research and community service. It's also guided by our vision of becoming the best alumni model in Africa.

Thus this one year plan sets an operational and strategic agenda for growing our alumni association to become a self-sustaining model supporting the University's mission.

Johnson Ireri Kinyua  
**Executive Director, UONAA**

## EXECUTIVE SUMMARY

The 2012-2013 Strategic Plan of the University of Nairobi Alumni Association provides a roadmap for the future of the alumni focused on strengthening the secretariat, intensifying membership recruitment drive, marketing and fundraising for the Alumni Centre Project. This plan outlines the association's 22 point goals on three (3) key priorities.

### A. Strengthening the Secretariat

Strengthened secretariat in terms of staff, equipment, policies, travels and training will play a pivotal role in achieving the association's objectives. For the next three months (May- Aug 2012), the association will focus on the following key result areas:

**Goal 1: Office Renovations** – finish renovation and furnishing the 'transition office' at Kenya Science Campus. The office will be officially launched in July or August 2012 through a colourful ceremony to be attended by Minister of Higher Education, Members of the Council, Vice Chancellor, 4 DVCs, College Principals, Dignitaries (Ambassadors and UN Agencies), key alumni and members of the press. For marketing and publicity purpose, the secretariat will put a one-page newspaper supplement in the Daily Nation.

**Goal 2: ICT Infrastructure**– set up a high powered ICT infrastructure that will support online membership registration and payment, alumni management software, accounting management and regular personalised communication with our alumni and other stakeholders.

**Goal 3: Staff Recruitment** - Immediately recruit Accountant E/F, Project Officers (projects and events coordination), ICT/journalist officer (website and newsletter), messenger and driver. Security officers will be sourced from Riley Services.

**Goal 4: Vehicle** – procure a van to ease movement for events and projects coordination for the secretariat.

**Goal 5: Training / Benchmarking** – organise training on project management and events coordination and conduct benchmarking trips to Universities with best alumni practices (e.g. Harvard, Illinois, Cape Town and Witwatersrand).

**Goal 6: Accounting Management System** – procure an accounting software for effective accounting of membership contribution, convocation and donation fees

**Goal 7: Statutory and Legal Compliance** – comply with Kenya Revenue Authority (KRA) in terms of PIN, VAT, tax and withholding certificate as well as file annual returns to Registrar of Societies and hold our first AGM.

**Goal 8: Alumni Management System** – for effective management of our over 130,000 alumni, the UONAA shall procure an alumni software that will offer alumni database for personalised communication

**Goal 9: Audit and Annual report** – UONAA has neither audited its annual accounts nor developed its annual report since inception. The management will appoint an auditor and an accountant to compile an annual and audit report covering 2005-2012 and subsequently annually from 2013 onwards.

**Goal 10: Strategic Plan (2012-2015)** –through a consultative process with Executive Council, Alumni and University Council and UMB, the secretariat will develop a 3-year strategic plan to guide the Association for the next 3 years. The Alumni Market Research report will play a key role in guiding this process.

**Goal 11: Policies formulation for day-to-day operations** – the secretariat has gaps in many policy areas. At the moment the association is relying on University’s policies. For the association to be a self-sustaining model, it needs to develop policies in the following areas: Criteria for Sponsorships (CSR), Membership Policy and Alumni Chapter Policy.

## **B. Intensify Membership Recruitment Drive**

The University of Nairobi has the largest alumni base in Kenya, East and Central Africa, majority of whom they are who’s who in the society. Out of the total 130,000 graduands graduated from the University of Nairobi, only 20,000 have been recruited (95 % being full members and 5% being life members). The following are the strategies to be adopted to achieve our target of increasing the number from 20,000-50,000 in the year 2012-2013:

**Goal 12: Alumni Website Development** – The association will set up and launch its website alongside the official opening of the Alumni Office at Kenya Science Campus. The new website ([www.alumni.uonbi.ac.ke](http://www.alumni.uonbi.ac.ke)) will incorporate such features as search engines, online application, online payment systems such as M-PESA, VISA and PayPal among other online fundraising tools. This strategy will help us to increase our alumni membership base from 20,000 – 50,000 by June 2013. It will target young alumni who are on facebook, twitter and LinkedIn.

**Goal 13: Campus Recruitments** – The secretariat will launch a campus wide alumni recruitment alongside with setting up Alumni Chapters in the following 10 campuses of the University (KNH, Kenya Science, Chiromo, Kikuyu, Upper Kabete, Lower Kabete, Parklands, Main Campus, Kisumu and Mombasa). The secretariat will recruit at least 2 Alumni Champions in each campus to be our liaison persons to coordinate alumni activities and help in recruiting new members. The Champions will be taken through 1-2 day training on the role of the Alumni Association, goals, vision, mission and activities.

**Goal 14: Gala Nights / Regional Dinners** – The secretariat will organise one (1) Gala Dinner in Nairobi and 3 regional dinners in Rift Valley, Coast and Eastern. These dinners will bring together the alumni together to network, engage and interact with the alma mater. These dinners will be climaxed by “*University of Nairobi Alumni Annual Conference*” aka AGM.

**Goal 15: Market Research** – the secretariat will conduct a market research to find out what excites alumni and make them motivated to engage and support the University. The results of the research will be used to design innovative services that meet the needs of our alumni.

**Goal 16: Newsletter and e-newsletter** – The secretariat will publish bi-annual newsletters (twice a year) maintain an updated “Mailing List” which shall be posted to members (life members only) and the full-members will be sent the e-Newsletters and from website downloads. Regular and personalised communications will be used to keep the alumni updated through e-newsletter and printed newsletter. The ICT Officer/Journalism will be in charge of collecting and collating Alumni stories, updating the website and other technical issues.

**Goal 17: Launch a Campaign on UoN alumni** – to inculcate pride among our past alumni, the secretariat will launch a 5 month campaign in partnership with media houses on pride of being an alumnus of UoN e.g. I am *Hon. Stephen Kalonzo Musyoka*, Vice President of the Republic of Kenya and I am proud to be an Alumnus of University of Nairobi among other key personalities.....”*don’t look at what your alma mater can do for you but what you can do for your alma mater*”

### **C. Marketing and Fundraising for the Alumni Centre Project**

**Goal 18: Artistic Impression** – the secretariat will facilitate the finalisation of the artistic impression of the Alumni Centre for marketing purposes.

**Goal 19: Design and Tendering of the Project** – the Alumni Centre Project will be subjected to competitive bidding in the design and the tendering of the project and the highest bidder be awarded the contract. Project oversight committee will be appointed to oversee the project. The committee shall open a separate bank account “Alumni Centre Project” A/C with Barclays Bank.

**Goal 20: Identify 1000 corporate sponsors** - The secretariat will identify 1000 corporate sponsors who can at least give Kshs 1 million as part of their CSR. The benefits to the sponsors include the Souvenir engraved their name from the UoN to hang in their office, ceremonial photo with Chancellor, Vice-Chancellor and Chairperson of UoNAA, a plaque with names and logos of the sponsors to be engraved at the Alumni Centre Complex upon completion.

**Goal 21: Identify 1000 ‘high networth alumni’** each paying either Kshs 25,000 (Bronze), Kshs 50,000 (Silver) or Kshs 100,000 (Gold) as life time members.

**Goal 22: Networking, Partnership and Collaboration** - Kenyans in diaspora, Kenyan ambassadors abroad, donors and foreign embassies in Kenya will continue to play a significant role in the development of the University. Through a comprehensive needs assessment in all our colleges, schools and institutes, the alumni office will develop a catalogue of university needs for our stakeholders to sponsor.

**For more information contact**



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