

2007 & Beyond Strategic Plan

Vision

- To be the primary stakeholder in representing the interests of Morehouse Students, Morehouse Alumni, and the Community. To make strategic investments of time, financial resources, and talent to better the communities where we live, work, and learn.

Strategic Priorities

- Financial Stability

- Strategic Relationships

- Superior Governance

- Effective Communications

Key Initiatives

- Active membership
- Endowment
- Fund raising events
- Alumni programs
- Student programs
- MC Administration
- MC Natl. Alumni Assoc.
- Corporate Sponsors
- MC Atlanta Chapter Assoc.
- Advisory Board
- By-Laws
- Chapter Manual Toolkit
- Alumni Standards
- Historical Documentation
- Stakeholder Analysis
- On-going Stakeholder Communications