

OVERVIEW

An alumni association is an extraordinary opportunity for alumni to reconnect with and support their Alma Mater. The association gives alumni a platform to grow socially and professionally, while promoting KCA University in different ways as is befitting.

While the association began as a small group of dedicated alumni, it has expanded to include tens of active members and hundreds of silent supporters, all whom shape the association's programs, services, and direction.

This strategic plan is informed by stakeholder feedback through extensive surveys, interviews

and testimonials which have helped in directing the objectives and activities planned for the association.

The inaugural strategic plan is our roadmap to the intended goals which when realized will ensure that the Alumni Association of KCA University is the epitome of socio-economic empowerment for its members.

It is a pleasant coincidence that we are launching our inaugural strategic plan as the university celebrates her 30th anniversary. This marks a new horizon of inspiration and commitment towards a brighter future.

CORE TEAM: Board and Secretariat



Bernard Mukundi
Chairman



Anne Malawa
Vice Chair



CPA Noah Ndakala
Treasurer



Esther Ndegwa,
Secretary



Susan Aduwo,
Director Alumni Relations



CPA Sylvester Mutie
Member



Kawira Njogu
Member



Brian Kiprono
Member



Serah Ndonga
Member

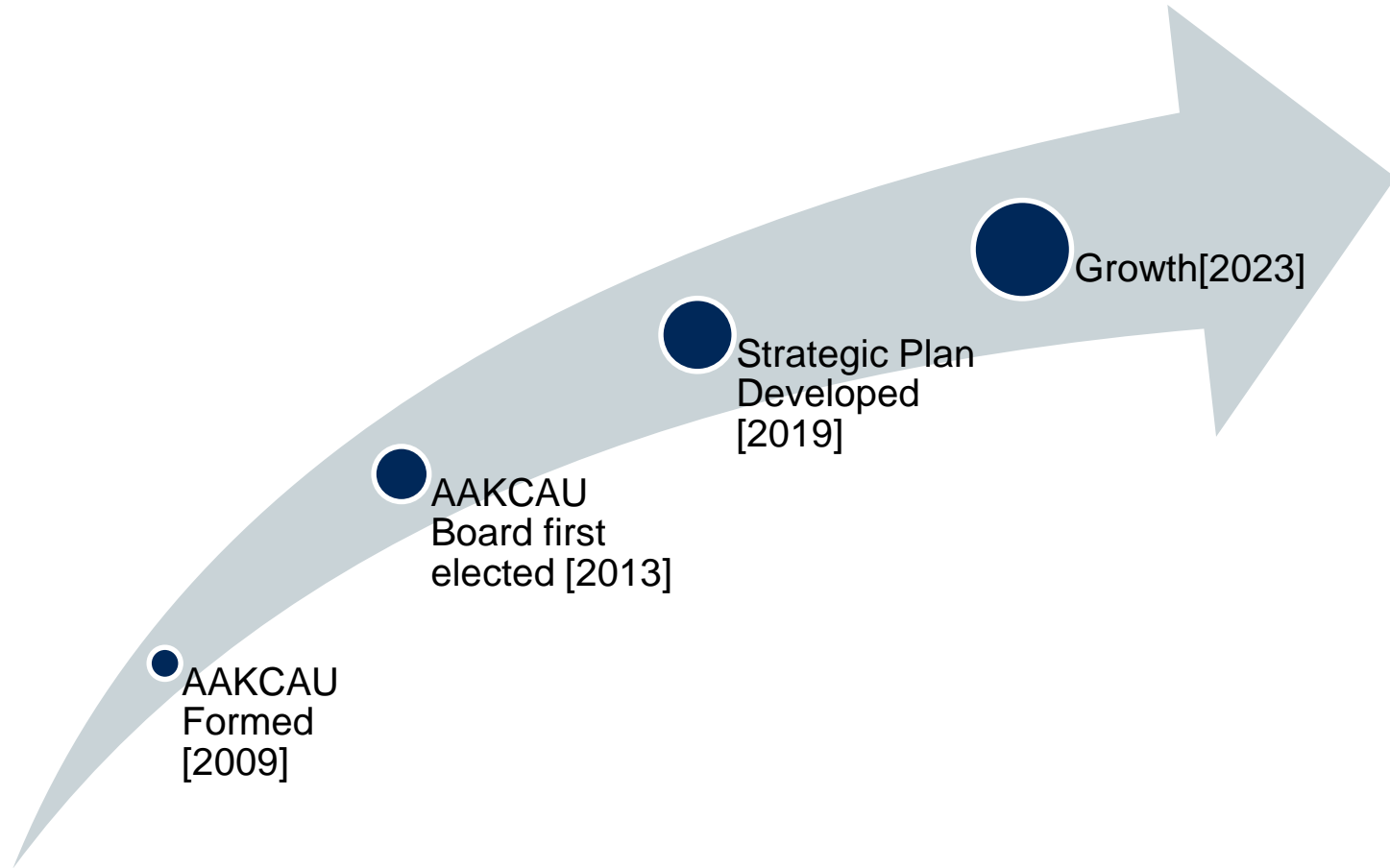


Maxwell Mengo
Member



Christine Kawe,
Alumni Officer






OUR MILESTONES






OUR STRATEGY 2.0 PHILOSOPHY

The idea of a fresh approach to our strategy development process really stood out during our strategy workshop. We named our approach **Strategy 2.0** and sharply contrasted it to conventional strategy development approaches.

STRATEGY 1.0

-  Depends on conventional wisdom
-  Full of clichés and dogma
-  Generic with no clear trade-offs
-  Discordant and lacks coherence in activities.
-  Often leads to failure

STRATEGY 2.0

-  Anchored on reality.
-  Leverages experience-based wisdom.
-  Unique value proposition
-  Combines evidence and passion
-  Often leads to success

SOURCES OF INSIGHTS

The strategy development process tapped into numerous sources of insights including:

1. **Global Benchmarking:** Benchmarks on alumni global best practices in 10 local and international universities.
2. **Executive Interviews:** Numerous interviews and discussions with university leadership.
3. **Alumni interviews:** In depth interview sessions with members of the alumni association board as well as a representative individuals from the wider alumni community.
4. **Expert led workshops:** 2 workshops focusing on mission/vision/values, change agenda and determination of focus areas.
5. **An online survey** that was shared widely with the KCA University alumni community which attracted 339 respondents.
6. **Diagnostics of AAKCAU Data:** Historical analysis of the past performance of the Alumni Association of KCA University.





Vision:

Global impact through engagement and lifelong learning

Mission:

“Building and sustaining lifelong relationships among alumni, students and the University through programs that support advancement.”

Values:

- **S**ervant Leadership
- **I**ntegrity
- **D**iversity
- **S**ervice to the Community

STRATEGIC CHANGE AGENDA

Our Strategic Change Agenda considered and assessed current state – “**As is...**”and projected desired future states – “**To be...**” for key change / performance dimensions of AAKCAU.

Status Quo..	Parameter	Future...
Reactive,one-way and activity based	Communication	Proactive,interactive and timely communication
Contribution based and lack of clarity on member benefits	Membership	Expand membership to become more inclusive and impactful
Little or no thought leadership	Thought Leadership	Developing best opinion pieces and engaging in quality research
Campus focussed	Scope	Global/Regional chapters
Laxity,no motivation/involvement	Engagement	Motivated to act,vibrancy and enthusiasm
Limited funds	Financial Health	Diversified revenue streams and financial sustainability

STRATEGIC ASPIRATIONS

“Global impact through engagement and lifelong learning”

ENGAGE

- Attract and maintain a highly engaged membership.

LEARN

- Foster lifelong learning and development of members
- Prepare members for skills of the future

GROW

- Increase alumni membership
- Achieve financial sustainability
- Expand regionally
- Create scholarship fund

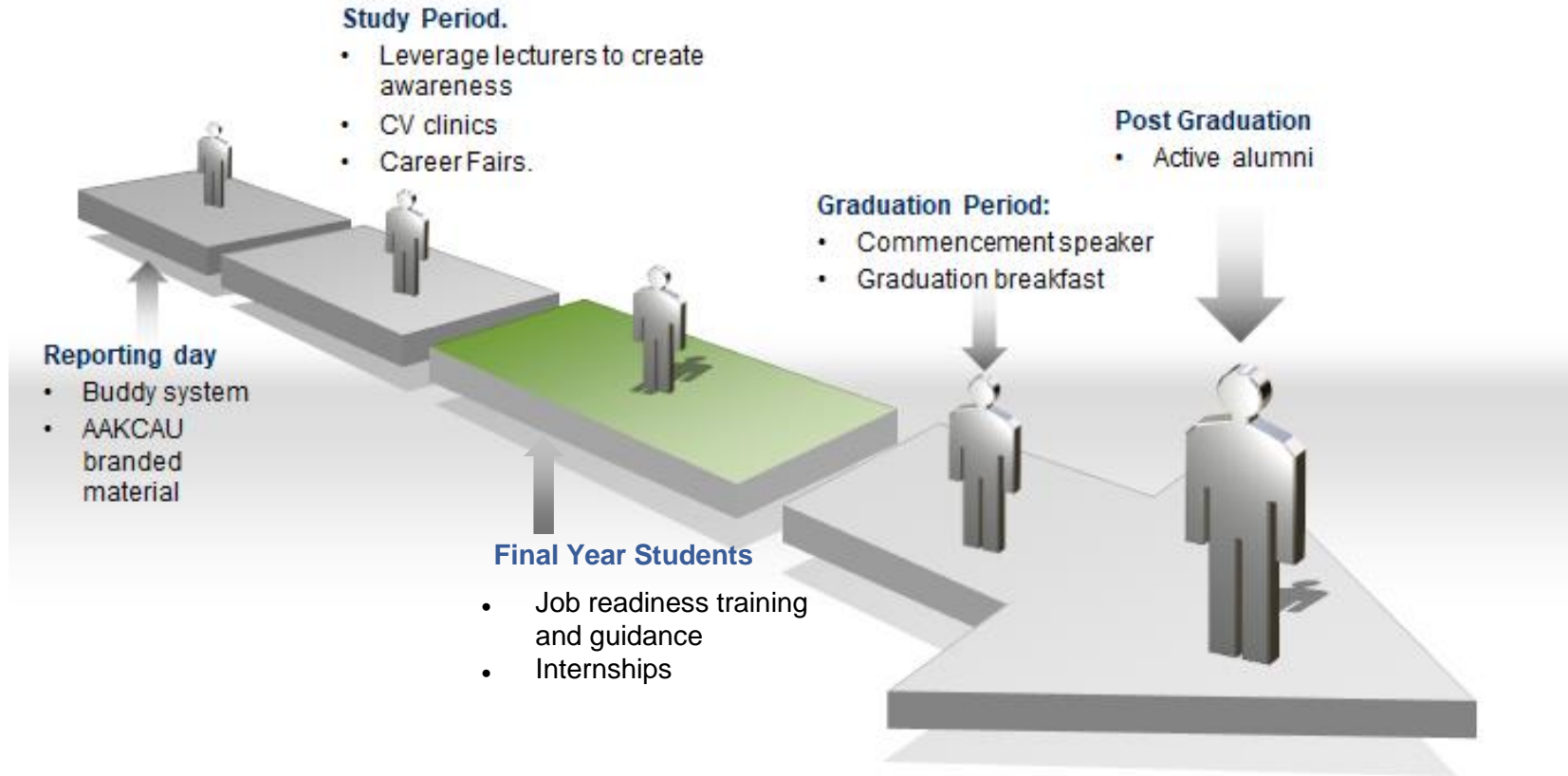
PEOPLE

STRATEGIC PARTNERSHIPS

DIGITAL PLATFORM

GOVERNANCE & ACCOUNTABILITY

ALUMNI-STUDENTS ENGAGEMENT TOUCHPOINTS



OUR AUDACIOUS GOALS

10,000

Active members



5

Years



8

Chapters



\$ 500,000

Mobilised
Scholarships



BOARD SCORECARD

	2019	2020	2021	2022	2023
No. active of members	500	2000	5000	8000	10,000
Scholarship Fund (KES)	5,000,000	10,000,000	20,000,000	40,000,000	50,000,000
Chapters	2	4	6	7	8
Membership Renewal (KES)	500,000	2,000,000	5,000,000	8,000,000	10,000,000

ANTICIPATED IMPACT



Creation of Job Opportunities



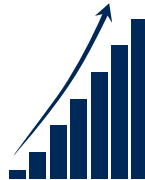
Ground Breaking Research and knowledge advancement



Students equipped with relevant skills for the job market



Ecologically friendly and sustainable practices



Drive economic growth



Prepared Leaders to take on the challenges of tomorrow