

# Cultivating Connections<sup>2</sup>

Purdue Agricultural Alumni Association  
Strategic Plan 2025-2029



Agricultural Alumni Association



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“In all affairs, it’s a healthy thing now and then to hang a question mark on the thing you have long taken for granted.”

– Bertrand Russell  
philosopher, historian



## **Cultivating Connections - Success!**

In 2019, the Purdue Agricultural Alumni Association (PAAA) created and approved a five-year strategic plan to point its leaders in the direction of a robust future. The organization was in strong position with engaged leaders, adequate financial resources, and some signature programs and events. While PAAA’s long-standing mission — *Cultivating a network of alumni and students in order to share the value of Purdue University College of Agriculture (COA) for the betterment of society in both local and global communities* — the biggest challenge facing the organization was change.

Our last plan, **Cultivating Connections 2020-2024**, was organized around four areas — **Builders, Multipliers, Storytellers, and Stewards**. Each focused on the value of relationships with members and stakeholders and generated successful growth in each area. The plan served as a road map, pointing in the direction the organization wished to move. How important was it? In March 2020, the COVID pandemic changed program delivery, touch points between people, traditional events where people gathered, and accelerated distance (VIRTUAL) communication. The Association looked at its plan and pivoted. Timelines changed, priorities changed, and new opportunities replaced traditional offerings. What was learned? The planning is more important than the plan itself. Without realizing it, the Association staff and leaders followed the wisdom of General Dwight D. Eisenhower who said, “In preparing for battle I have always found that plans are useless, but planning is indispensable.” The success of the 2020-2024 strategy resulted from the staff and board valuing the plan and adhering to processes that made it a working document.

## **The Constant Challenge of Change**

Since 1895, Purdue Ag Alumni have been promoting the university and its initiatives to farmers and citizens throughout Indiana. Agriculture in the late 20th and early 21st centuries changed as farming, which was once the driver of economic and job growth, became one piece in an expansive system to put food on the table, fuel in the tank, fiber into products, and rethink practices to sustain natural resources. Once the industry changed, the roles that people played in it did too. New careers emerged and Purdue University responded by expanding to eleven academic departments. In true land-grant institution fashion, learning was about more than only classroom learning. It included opportunities to participate in research, technology transfer, and serving others through organizations. The result? A much broader array of alumni vocationally, geographically, and generationally.

While change is affecting every aspect of the agricultural industry and educational experience. The importance of cultivating connections among Purdue Agricultural Alumni Association members and stakeholders is greater than ever before. In the digital age, we find ourselves to be more networked, yet less connected. In the 21st Century. A number of contributing factors are affecting our alumni who:

- work in agricultural and non-agricultural jobs and causes around the globe
- include diverse races, national heritages, and lifestyles
- serve in emerging agricultural sectors as the industry continues evolving beyond production agriculture
- seek to maintain or rekindle relationships with classmates, fellow graduates, work colleagues, and College of Agriculture faculty and staff
- appreciate the skills and connections afforded them with a Purdue education and experience
- contribute to the outstanding reputation of the Purdue College of Agriculture and Purdue University and advocate to future students

## **Cultivating Connections<sup>2</sup>**

In preparing for the 2025-2029 strategic plan, there was no need to start from scratch, but simply build on the last framework. What are the next steps in our Association's journey? In planning, especially strategic planning, there is a lot of time spent "getting the goals right." However, the implementation, "getting the process right" is often a more critical marker of progress. While the goals identify the destination and the plan is the road map, the execution is in the hands of the driver(s). It is all three pieces - destination, plan, and process - working together seamlessly that determines success.



The Association launched an effort to create the next ‘road map,’ with four broad goals:

- pursue new programming opportunities (alumni groups, alumni to College, alumni to students, alumni to industry, alumni to public);
- leverage existing events and programs;
- explore the needs of alumni in different generations and industry sectors; and
- recognize the existing networks of alumni fostered inside or apart from the Association (student organizations, professional groups, industry relationships).

## **Planning Process**

Our process involved several steps, and most importantly, a series of conversations with whom we have relationships. We met four times as the planning team. This group had the task of grading the results of the existing plan. In doing so we identified goals and strategies that could be left alone (A), could be better (B), needed to change (C), required hard decisions (D), and even some to forget (F) for now. This step shaped the questions we would ask when engaging other stakeholders.

We sent a membership survey to every PAAA member through the Association’s Newsletter. The results provided depth to our decision-making. We examined demographic trends, the role of connections in engagement, communications channels, and explored new program opportunities.

We held focus group meetings with PAAA Board of Directors, College of Agriculture (COA) Dean’s Advisory Council, Associate Deans, PAAA Staff, Graduate Students, and Undergraduate Students.

## **Who Are We?**

People are not one-dimensional so while we can explore their choices and behaviors, we can also look at the age dynamics:

- ▶ Early Career/0-10 years
- ▶ Mid-Career/10-20 years

- ▶ Full Career/20 years to retirement
- ▶ Legacy Alumni/Retirees

Next, we discovered other alumni groups that stand out from the traditional age groups.

- ▶ Geographically-dispersed alumni
- ▶ Underrepresented groups within alumni membership
- ▶ Alumni from lesser represented majors

## Understanding Relationships

Beyond connecting with individual members, PAAA has a number of institutional stakeholders, — academic departments, schools, administrative offices, and non-university groups — each with its own set of interactions. With some groups we: **Co-exist**, staying aware but maintaining independence; **Cooperate**, supporting their efforts by providing assistance; **Coordinate**, working with others on projects with mutual benefit; and **Collaborate**, the art of working together toward a shared purpose without a predetermined destination. The latter is the most rewarding and difficult. Collaboration is built on relationships between individuals, not organizations, and they are the people we choose to work with. It is a long-term commitment to shared growth, requires shared resources and control, and can't be forced.

## The Plan's Framework

We remain committed to our four areas of focus and the new plan is organized around them.

**BUILDERS OF RELATIONSHIPS:** Cultivating connections with university stakeholders who interact with students and alumni, building lifelong relationships to and between globally-dispersed alumni and their organizations.

**MULTIPLIERS:** Cultivating connections by multiplying alumni stories of success and service and connecting with faculty and staff to engage students and their organizations.

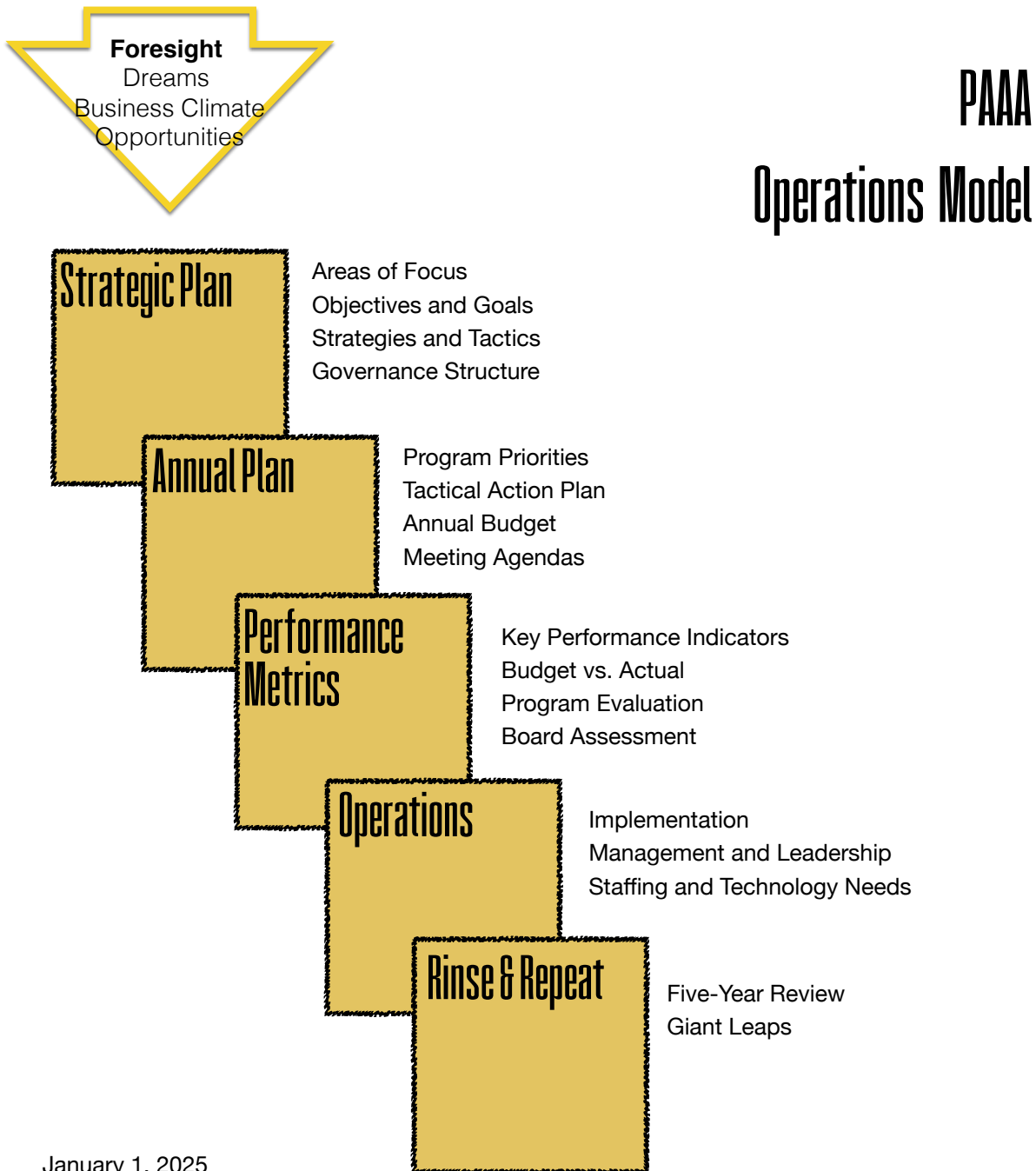
**STORYTELLERS (OUTREACH):** Cultivating connections between alumni and friends that continue using PAAA's assets in the storytelling legacy of agriculture's success story, and hosting events that support and celebrate the achievements and initiatives of Purdue Alumni.

**STEWARDS (GOOD GOVERNANCE):** Cultivating connections by having board directors from across the college, encouraging volunteers to serve in board and committee roles, and developing strong leaders to sustain the organization and steward its resources.

At first glance, the plan may appear daunting. And, if one were to try and accomplish it in a single year, it would be impossible. However, this is a five-year trip, each year constituting one leg of the journey. The plan is designed to include everything we do, not just the new, because everything takes time and requires resources. This plan has some elements that are constants - leaders being good stewards is not an event or program. It starts from the beginning and continues to build throughout the plan. Other elements are projects that may occur in one year but not in another. Lastly there are some elements that may not even begin until year four or

five. We have demarcated each strategy with a timeline. The challenge for the board and staff is to determine the priorities for year one, then two, etc. Then look at the 'road map' frequently throughout the trip. There will be detours, roadblocks, slowed traffic, even construction, thus requiring adjustments as the plan evolves. This is how traveling and arriving are linked together.

This process is illustrated in the accompanying Planning Model. We identified our dreams and aspirations within the environment we operate to construct the Strategic Plan. Annually, the board and staff will pull out the appropriate goals, strategies, and tactics for this leg of the journey. Next, we identify the appropriate metrics to track our progress. Then, the journey begins. We operationalize the plan to guide daily work of staff and volunteers. At year's end, we evaluate our results and calibrate the plan for the next leg of the journey.



# ACTION PLAN

Key

- X = Priority Item for upcoming program year
- > = Ongoing operational practice

Table Format

**Goal B1 (program area/#)**

- *Strategy*
  - ▶ *Tactic*
    - *Series/List*

## BUILDERS OF RELATIONSHIPS

**Objective: Cultivating connections with university stakeholders who interact with students and alumni, building lifelong relationships to and between globally-dispersed alumni and their organizations.**

| BUILDERS OF RELATIONSHIPS (ALUMNI TO ALUMNI)   | 25 | 26 | 27 | 28 | 29 |
|--|----|----|----|----|----|
| <b>Goal B1 - Increase awareness of the value of a Purdue degree, happenings at Purdue COA, and alumni achievements and activities.</b>   |    |    |    |    |    |
| <ul style="list-style-type: none"> <li>● <i>Develop a Content Strategy based on survey results to gather and share alumni stories and updates, department updates, staffing changes, student/faculty research, and PAAA events.</i></li> </ul>   |    |    |    |    |    |
| <ul style="list-style-type: none"> <li>▶ Collaborate with college and department communications staff to capture video stories with alumni when they visit campus for classes or events:               <ul style="list-style-type: none"> <li>• <i>What was a favorite course or favorite instructor while in school?</i></li> <li>• <i>Who was/is a mentor, advisor, or coach to you?</i></li> <li>• <i>What was your most memorable experience at Purdue?</i></li> <li>• <i>What valuable lesson(s) did you learn while in school?</i></li> <li>• <i>How does your Purdue experience play out in your day-to-day world?</i></li> </ul> </li> </ul> |    |    |    |    |    |

| BUILDERS OF RELATIONSHIPS (ALUMNI TO ALUMNI) |   | 25 | 26 | 27 | 28 | 29 |
|--|---|----|----|----|----|----|
|  | ▶ Leverage departmental communication tools to reach targeted alumni with key messages.   |    |    |    |    |    |
|  | ▶ Solicit stories from alumni, friends, and partners.   |    |    |    |    |    |
|  | ● <i>Develop a Delivery Strategy to reach various alumni audiences.</i>   |    |    |    |    |    |
|  | ▶ Publish an e-newsletter to share alumni stories and updates, department updates, staffing changes, student/faculty research, and ag alumni events.  | >  | >  | >  | >  | >  |
|  | ▶ Utilize the PAAA newsletter to fill in missing biographical information on past CD award winners  | X  |    |    |    |    |
|  | ▶ Use the COA's <i>Envision</i> magazine to share stories about alumni and their contributions  |    |    |    |    |    |
|  | ▶ Leverage departmental communication tools to reach targeted alumni with key messages  |    |    |    |    |    |
|  | ▶ Improve the accessibility and functionality of the PAAA website.  | >  | >  | >  | >  | >  |
|  | ▶ Publish a PAAA Annual Report to recap the past year's accomplishments and share the aspirations for the year ahead. (Year 1 - recap of the 2022-2024 Strategic Plan)  | X  |    |    |    |    |
|  |   |    |    |    |    |    |
|  | <b>GOAL B2 - Explore and test innovative activities and events to engage alumni.</b>  |    |    |    |    |    |
|  | ● <i>Conduct periodic Regional 'Road Trips' with faculty, administration, Extension and PAAA to visit with alumni at farms, businesses, and homes to encourage alumni conversations about Purdue COA and related issues.</i>                |    |    |    |    |    |
|  | ● <i>Host Young Alumni events, coordinated by fellow alumni, to create or deepen connections in early career alumni. Recruit through the Newsletter, COA websites, Alumni from student organizations, COA and department award winners.</i> |    |    |    |    |    |
|  |   |    |    |    |    |    |



| BUILDERS OF RELATIONSHIPS (ALUMNI TO ALUMNI)  | 25 | 26 | 27 | 28 | 29 |
|---|----|----|----|----|----|
| <b>Goal B3 - Create awareness that PAAA can assist alumni in establishing and accessing networks to strengthen relationships and create connections.</b>  |    |    |    |    |    |
| <ul style="list-style-type: none"> <li>▶ Finding friends and classmates</li> <li>▶ Finding business connections</li> <li>▶ Locating contacts during career changes or relocations</li> </ul>  |    |    |    |    |    |
|   |    |    |    |    |    |
| <b>Goal B4 - Cultivate good relationships with faculty and staff throughout the College of Agriculture and with other groups within the University.</b>   |    |    |    |    |    |
| <ul style="list-style-type: none"> <li>● <i>Dean and College Administration: Work with the College of Agriculture to promote alumni relationships and achievements, and support its mission.</i></li> </ul>   |    |    |    |    |    |
| <ul style="list-style-type: none"> <li>▶ Support COA awards, commencement celebration, and other events</li> </ul>  | >  | >  | >  | >  | >  |
| <ul style="list-style-type: none"> <li>● <i>Departments and Associate Departments: Work with Departments heads and liaisons to leverage alumni connections for classroom experiences, research opportunities, and extra-curricular activities.</i></li> </ul> |    |    |    |    |    |
| <ul style="list-style-type: none"> <li>▶ Participate in the New Faculty Tour and/or luncheons to pursue connections between faculty and alumni base</li> </ul>  |    |    |    |    |    |
| <ul style="list-style-type: none"> <li>▶ Work with the Graduate Student Coordinator to recruit PAAA Board members, keep in contact with graduate students/future alumni.</li> </ul>   | X  |    |    |    |    |
| <ul style="list-style-type: none"> <li>▶ Speak at senior year and graduate student seminars to create awareness of PAAA and its benefits</li> </ul>   |    |    |    |    |    |
| <ul style="list-style-type: none"> <li>▶ Provide assistance with departmental alumni awards and recognition</li> </ul>  | X  |    |    |    |    |
| <ul style="list-style-type: none"> <li>● <i>College of Agriculture Development Office: Partner with them to engage alumni to support the College of Agriculture. The Development Office stewards the Ag Alumni Trust Fund.</i></li> </ul>                     | >  | >  | >  | >  | >  |
| <ul style="list-style-type: none"> <li>● <i>Retired Faculty and Staff: Cultivate ongoing relationships with retired campus faculty and staff and Purdue Extension retirees as members of the Purdue Ag family.</i></li> </ul>                                 | >  | >  | >  | >  | >  |

| BUILDERS OF RELATIONSHIPS (ALUMNI TO ALUMNI)   |   | 25 | 26 | 27 | 28 | 29 |
|--|---|----|----|----|----|----|
| <ul style="list-style-type: none"> <li>● <u>Other Purdue Colleges</u>: Cultivate ongoing relationships with other colleges and key departments to strengthen ties, events, and support, i.e. College of Veterinary Medicine, College of Health and Human Sciences, and others.</li> </ul>  | > | >  | >  | >  | >  |    |
| <ul style="list-style-type: none"> <li>● <u>Purdue Extension</u>: Promote volunteer opportunities through the PAAA Newsletter to support Extension (field &amp; campus)</li> </ul>   |   |    |    |    |    |    |
| <ul style="list-style-type: none"> <li>▶ Assist with programming through 4-H/Youth, Health &amp; Human Sciences, Ag and Natural Resources, and Community Development</li> </ul>  |   |    |    |    |    |    |
| <ul style="list-style-type: none"> <li>▶ Provide leadership on local boards and advisory committees</li> </ul>   |   |    |    |    |    |    |
| <ul style="list-style-type: none"> <li>▶ Support additional funding through advocacy with the Purdue Council on Agriculture, Research, Extension, and Teaching (Purdue CARET)</li> </ul>   |   |    |    |    |    |    |
| <ul style="list-style-type: none"> <li>▶ Encourage involvement of out-of-state alumni in Extension programs and leadership in other states</li> </ul>  |   |    |    |    |    |    |
| <ul style="list-style-type: none"> <li>● <u>Purdue University Campus</u> <ul style="list-style-type: none"> <li>▶ Purdue for Life Foundation (PFLF): Encourage participation in the Foundation to network with Purdue alumni from other schools within the University</li> </ul> </li> </ul>                                       |   |    |    |    |    |    |
| <ul style="list-style-type: none"> <li>▶ Promote the PAAA LinkedIn page to enable alumni to strengthen connections within the College of Agriculture</li> </ul>  | X |    |    |    |    |    |
| <ul style="list-style-type: none"> <li>▶ Promote Purdue for Life Foundation’s Travel Opportunities for alumni to share cultural experiences and make new acquaintances</li> </ul>  |   |    |    |    |    |    |
| <ul style="list-style-type: none"> <li>▶ Purdue Athletics (Home): Use sporting events on campus as opportunities to connect with ag alumni: <ul style="list-style-type: none"> <li>• Ag Tailgate</li> <li>• Football Homecoming</li> <li>• Explore other sporting events (basketball, baseball, volleyball)</li> </ul> </li> </ul> | > | >  | >  | >  | >  |    |
| <ul style="list-style-type: none"> <li>▶ Purdue Athletics (Away) Use sporting events as opportunities to connect with ag alumni cohorts at other universities or other cities across the country (ex. Purdue vs. Auburn in men’s BB)</li> </ul>  |   |    |    |    |    |    |

| BUILDERS OF RELATIONSHIPS (ALUMNI TO ALUMNI)  | 25 | 26 | 27 | 28 | 29 |
|---|----|----|----|----|----|
|   |    |    |    |    |    |
| <b>Goal B5 - Actively participate in the National Agricultural Alumni Development Association (NAADA).</b>  |    |    |    |    |    |
| <ul style="list-style-type: none"> <li>● <i>Take advantage of professional development opportunities through the organization to strengthen PAAA.</i> <ul style="list-style-type: none"> <li>• Board Development</li> <li>• Organizational Development</li> <li>• Staff Development</li> <li>• Association Leadership Role (VP 2024-26, President 2026-28, Past President 2028-29)</li> </ul> </li> </ul>     | X  |    |    |    |    |
| <ul style="list-style-type: none"> <li>● <i>COA will host the 2025 NAADA national conference on Purdue University's main campus.</i> <ul style="list-style-type: none"> <li>• Serve on Conference Program Committee</li> <li>• Showcase PAAA activities and leaders</li> <li>• Strengthen ties with other organizational members</li> <li>• Seek ideas that promote growth within PAAA</li> </ul> </li> </ul> | X  |    |    |    |    |
|   |    |    |    |    |    |
| <b>Goal B6 - Identify partners and friends to assist with emerging PAAA projects.</b>   |    |    |    |    |    |
| <ul style="list-style-type: none"> <li>● <i>To be determined by other programs and priorities in the strategic plan</i></li> </ul>  |    |    |    |    |    |

## MULTIPLIERS

**Objective: Cultivating connections by multiplying alumni stories of success and service and connecting with faculty and staff to engage students and their organizations.**

| MULTIPLIERS (ALUMNI AND STUDENTS)  |  | 25 | 26 | 27 | 28 | 29 |
|--|--|----|----|----|----|----|
| <b>Goal M1 - Leverage alumni resources to assist students and student organizations.</b>   |  |    |    |    |    |    |
| <ul style="list-style-type: none"> <li>● <i>Recognize and support informal connections between alumni and students that lead may lead to life-long relationships:</i></li> </ul>   |  |    |    |    |    |    |
| <ul style="list-style-type: none"> <li>▶ Strengthen relationships with departments and faculty members to encourage alumni interaction in classroom instruction (ex. AgEc RSS, Career Fair, ABE Capstone) and leverage campus visits to strengthen ties to PAAA.</li> </ul>  |  |    |    |    |    |    |
| <ul style="list-style-type: none"> <li>▶ Work with Academic Advisors to create alumni interaction through extra-curricular program and events<br/>Some new new ideas include:               <ul style="list-style-type: none"> <li>• 'Speed dating' with alumni for networking</li> <li>• SpringFest</li> <li>• Decades Discussion - 1980s, '90s, 2000s, '10s, '20s</li> </ul> </li> </ul> |  |    |    |    |    |    |
| <ul style="list-style-type: none"> <li>▶ Support and participate in programming with Student Organizations</li> </ul>  |  |    |    |    |    |    |
| <ul style="list-style-type: none"> <li>● <i>Improve the effectiveness of the Ag Alumni Trust Fund Grants to assist individuals and groups.</i></li> </ul>  |  |    |    |    |    |    |
| <ul style="list-style-type: none"> <li>• Review and update the guidelines for approved uses — special equipment, travel to industry events (individual/group), study abroad for groups, DC policy internships</li> <li>• Maximize use of the funds ~\$20,000 awarded annually</li> <li>• Require follow-up reports from recipients</li> </ul>  |  | >  | >  | >  | >  | >  |
| <ul style="list-style-type: none"> <li>● <i>Reach out to student organizations to help them understand how PAAA can support their efforts.</i></li> </ul>  |  |    |    |    |    |    |
| <ul style="list-style-type: none"> <li>▶ Assist student organizations to identify potential speakers from alumni ranks</li> </ul>  |  |    |    |    |    |    |
| <ul style="list-style-type: none"> <li>▶ Enlist alumni to address students via online streaming platforms or face-to-face</li> </ul>   |  |    |    |    |    |    |

| MULTIPLIERS (ALUMNI AND STUDENTS)  |  | 25 | 26 | 27 | 28 | 29 |
|--|--|----|----|----|----|----|
| <ul style="list-style-type: none"> <li>● <i>Host commencement celebration event for undergraduates in conjunction with departments and the COA to welcome new alumni.</i></li> </ul>   |  | >  | >  | >  | >  | >  |
| <ul style="list-style-type: none"> <li>● <i>Support a commencement celebration event for graduate students, created and organized by graduate students, to showcase research projects and future plans.</i></li> </ul>   |  |    |    |    |    |    |
| <b>Goal M2 - PAAA work with department leaders to co-host alumni/university events at professional meetings and events (4 departments currently do this independently of PAAA, add two departments).</b>   |  |    |    |    |    |    |
| <b>Goal M3 - Recruit alumni and friends to identify with “affinity groups” to stay connected with the organization and the COA.</b>  |  |    |    |    |    |    |
| <ul style="list-style-type: none"> <li>● <i>Initiate a form on the website to have alumni identify which department(s), programs, and/or student organizations they want to connect with and keep informed about. e.g. contest judging teams, NAMA teams, industry connections beyond department of degree.</i></li> </ul> |  | >  | >  | >  | >  | >  |
| <ul style="list-style-type: none"> <li>▶ Capture updated profile information for alumni database</li> </ul>  |  | X  |    |    |    |    |
| <ul style="list-style-type: none"> <li>▶ Personalize engagement with groups based on alumni interests</li> </ul>   |  |    |    |    |    |    |
| <b>Goal M4 - Expand recognition of alumni achievements through formal programs. Synchronize and streamline nomination and selection processes through a written Standard Operating Procedure.</b>  |  |    |    |    |    |    |
| <ul style="list-style-type: none"> <li>● <i>PAAA Certificate of Distinction: 25+ years of service to the organization or industry</i></li> </ul>   |  | >  | >  | >  | >  | >  |
| <ul style="list-style-type: none"> <li>● <i>Ag Alumni Awards – available to alumni only, determined by date of most recent degree awarded</i> <ul style="list-style-type: none"> <li>• Distinguished Ag Alumni: 10-25 years</li> <li>• Early career: 0-10 years, by department only</li> </ul> </li> </ul>                 |  | >  | >  | >  | >  | >  |

| MULTIPLIERS (ALUMNI AND STUDENTS) |   | 25 | 26 | 27 | 28 | 29 |
|-----------------------------------|---|----|----|----|----|----|
|                                   | ● <i>Pathmaker Award – Graduate Student Awards selected by COA, PAAA presents monetary award &amp; plaque to recipients</i>     | >  | >  | >  | >  | >  |
|                                   | ● <i>Departmental Awards – Assist the academic departments to recognize their outstanding alumni (10 out of 11 departments)</i> | X  |    |    |    |    |
|                                   |   |    |    |    |    |    |
|                                   | <b>Goal M5 - Assist alumni in establishing and accessing networks to strengthen relationships and create connections.</b>       |    |    |    |    |    |
|                                   | ● <i>Host and/or coordinate international gatherings of alumni in different countries or regions.</i>                           |    |    |    |    |    |
|                                   | ▶ Conduct one gathering of internationally-based alumni every other year in a foreign destination                               |    |    |    |    |    |
|                                   | ▶ Conduct an International Travel Tour for ag alumni in 2026 and another in 2028  |    |    |    |    |    |
|                                   | ▶ Coordinate student Study Abroad group meet-ups as opportunities to gather international alumni                                |    |    |    |    |    |
|                                   | ● <i>Host and/or coordinate city/state gatherings of Purdue ag alumni.</i>  |    |    |    |    |    |
|                                   | ▶ Conduct one annual gathering in states surrounding Indiana (IL, MI, OH, KY)   | X  |    |    |    |    |
|                                   | ▶ Conduct one bi-annual gathering beyond Indiana’s neighboring states   |    |    |    |    |    |
|                                   | ▶ Explore opportunities to partner with PAA and/or the Office of Agricultural Development                                       | >  | >  | >  | >  | >  |
|                                   | ● <i>Host and/or assist ag alumni gatherings at key Purdue events or Big Ten sporting events.</i>                               |    |    |    |    |    |

## STORYTELLERS (OUTREACH)

**Objective: Cultivating connections between alumni and friends that continue using PAAA’s assets in the storytelling legacy of agriculture’s success story, and hosting events that support and celebrate the achievements and initiatives of Purdue Alumni.**

| STORYTELLERS (ALUMNI TO EXTERNAL AUDIENCES)  |  | 25 | 26 | 27 | 28 | 29 |
|--|--|----|----|----|----|----|
| <b>Goal SO1 - Utilize materials in the PAAA Archives to help tell the story of agriculture’s heritage and evolution at the Indiana State Fair Pioneer Village and year around with other partners.</b>   |  |    |    |    |    |    |
| <ul style="list-style-type: none"> <li>● <i>Create a standing Pioneer Village Committee to plan and implement the Pioneer Village during the Indiana State Fair and manage the association’s archived assets.</i></li> </ul>   |  | X  |    |    |    |    |
| <ul style="list-style-type: none"> <li>▶ Work with the Indiana State Fair and its partners to tell the history of Indiana agriculture, helping people connect the past to modern uses and practices — Glass Barn, Indiana Farm Bureau, Indiana FFA, Indiana DNR, Pathway to Water Quality, and private vendors</li> </ul>    |  | >  | >  | >  | >  | >  |
| <ul style="list-style-type: none"> <li>▶ Use the assets in PAAA’s archives to create continuums of technologies and equipment and demonstrate changing industry practices, e.g. a succession of tillage equipment from moldboard plow to today’s tools or harvesters from reapers to threshers to modern combines</li> </ul> |  |    |    |    |    |    |
| <ul style="list-style-type: none"> <li>▶ Identify methods for introducing students and others to the Pioneer Village and developing interpreters to maintain a viable educational site — Archivists (historians), Teachers (skilled crafts workers), Apprentices (in training), and Event Volunteers</li> </ul>              |  |    |    |    |    |    |
| <ul style="list-style-type: none"> <li>▶ Explore the use of Instructional Design to expand use of items in our collection</li> </ul>   |  |    |    |    |    |    |
| <ul style="list-style-type: none"> <li>● <i>Maintain a collaborative relationship between PAAA and the Indiana State Fair Executive Director, board, and commission to provide a facility to house our artifact collection.</i></li> </ul>   |  | >  | >  | >  | >  | >  |
| <ul style="list-style-type: none"> <li>● <i>Include artifacts acquisition and maintenance in the Archives budget.</i></li> </ul>   |  |    |    |    |    |    |

| STORYTELLERS (ALUMNI TO EXTERNAL AUDIENCES)   |   | 25 | 26 | 27 | 28 | 29 |
|---|---|----|----|----|----|----|
| <ul style="list-style-type: none"> <li>● Explore opportunities to partner with other organizations to utilize the PAAA Pioneer Village artifact collection, including but not limited to:               <ul style="list-style-type: none"> <li>• Indiana State Museum</li> <li>• Indiana Historical Society</li> <li>• Fair Oaks Farm</li> <li>• Conner Prairie</li> <li>• Children’s Museum</li> <li>• Smithsonian Institution</li> </ul> </li> </ul>  |   |    |    |    |    |    |
| <b>Goal SO2 - Explore ways to improve current offerings and identify new opportunities to gather alumni and friends to share agriculture’s success and conduct biennial evaluations.</b>  |   |    |    |    |    |    |
| <ul style="list-style-type: none"> <li>● Work with Purdue Ag Fish Fry Committee to plan annual event and conduct a biennial evaluation.</li> </ul>  | > | >  | >  | >  | >  |    |
| <ul style="list-style-type: none"> <li>● Explore ways to partner with AgCom and others to leverage university events, collecting and sharing stories of student success, faculty achievement, and alumni accomplishments:               <ul style="list-style-type: none"> <li>• Fish Fry</li> <li>• Football Homecoming - supporting departmental stories</li> <li>• Ad Hoc events</li> <li>• Graduation commencement</li> <li>• Departmental reunions and celebrations</li> <li>• School and departmental award events</li> </ul> </li> </ul> | X |    |    |    |    |    |
| <b>Goal SO3 - Establish annual goals and strategies for fund-raising and funding programs offered through PAAA.</b>   |   | X  |    |    |    |    |
| <ul style="list-style-type: none"> <li>▶ Pioneer Village Auction - proceeds to be used for the restoration of PAAA historical assets</li> </ul>   | > | >  | >  | >  | >  |    |
| <ul style="list-style-type: none"> <li>▶ Golf Outing - proceeds support strategic initiatives</li> </ul>  | > | >  | >  | >  | >  |    |
| <ul style="list-style-type: none"> <li>▶ Purdue Ag Alumni Seed - capitalize on our relationship with the seed company to reinvest earnings in PAAA program and initiatives</li> </ul>   | X |    |    |    |    |    |



## STEWARDS (GOOD GOVERNANCE)

**Objective: Cultivating connections by having board directors from across the college, encouraging volunteers to serve in board and committee roles, and developing strong leaders to sustain the organization and steward its resources.**

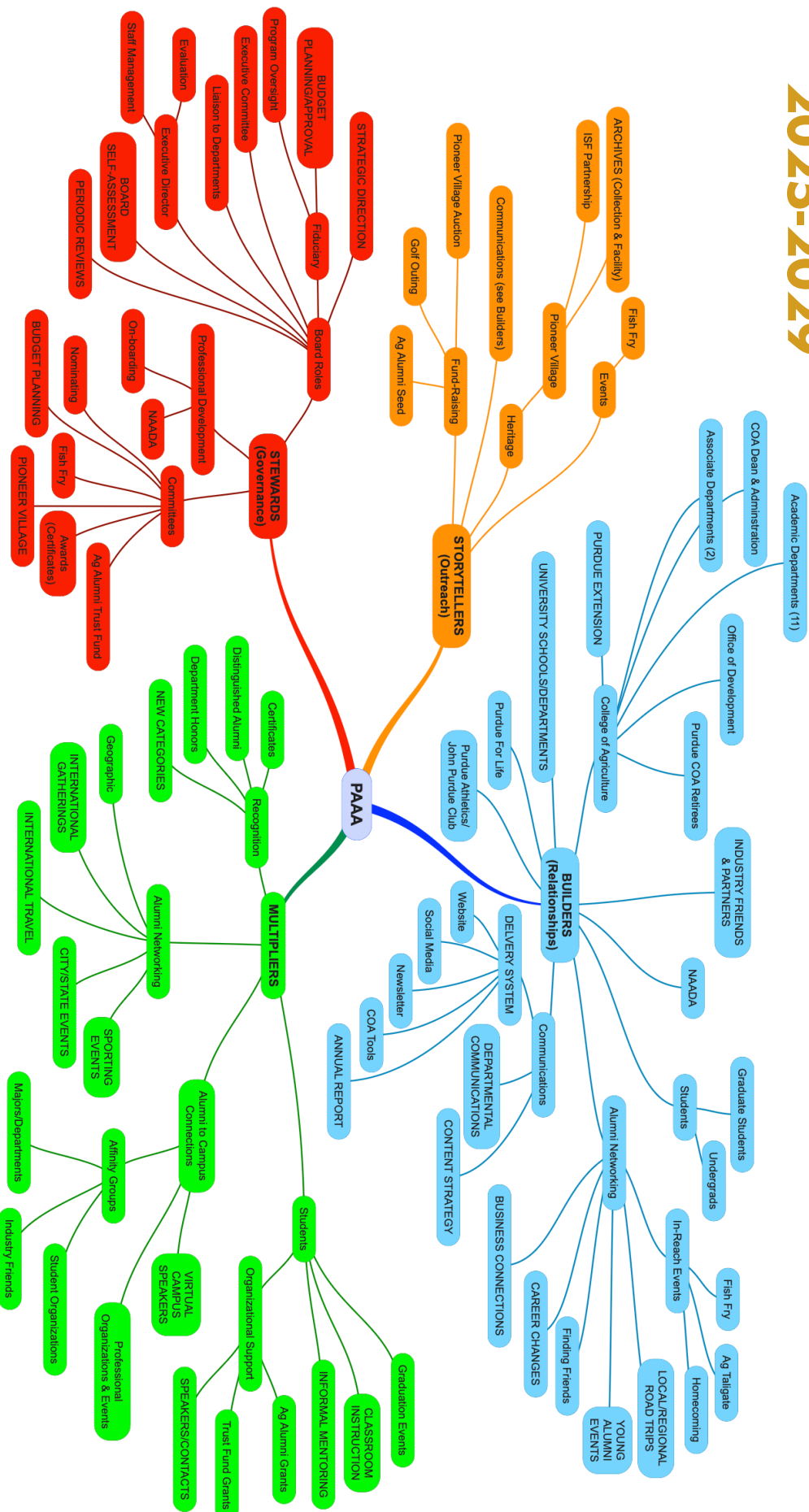
| STEWARDS (GOOD GOVERNANCE)   |  | 25 | 26 | 27 | 28 | 29 |
|--|--|----|----|----|----|----|
| <b>Goal SG1 - Strengthen the Board by defining roles and responsibilities.</b>   |  |    |    |    |    |    |
| <ul style="list-style-type: none"> <li>● <i>Ensure fiduciary accountability using approved systems.</i></li> </ul>   |  |    |    |    |    |    |
| <ul style="list-style-type: none"> <li>▶ Prepare and approve an annual operating budget based on established priorities</li> </ul>   |  | X  |    |    |    |    |
| <ul style="list-style-type: none"> <li>▶ Conduct an annual review of the Association’s financial activities</li> </ul>   |  | X  |    |    |    |    |
| <ul style="list-style-type: none"> <li>● <i>Conduct a periodic review of governance documents and operating policies and procedures to identify and resolve gaps in good governance. Review in conjunction with strategic planning cycles.</i></li> </ul>  |  | X  |    |    |    |    |
| <ul style="list-style-type: none"> <li>• Bylaws and Articles of Incorporation</li> <li>• Risk and Liability</li> <li>• Serve as liaisons to the departments they represent</li> <li>• Decision Making Hierarchies and Matrix</li> <li>• Communication</li> <li>• Data Collection and Sharing</li> <li>• Executive Committee Authority</li> </ul> |  |    |    |    |    |    |
| <ul style="list-style-type: none"> <li>● <i>Prepare an annual performance review of the Executive Director and provide to the COA Dean and include professional and industry involvement i.e. NAADA, AgrInstitute, Agribusiness Council of Indiana Women in Ag.</i></li> </ul>   |  | >  | >  | >  | >  | >  |
| <ul style="list-style-type: none"> <li>● <i>Identify a board self-assessment tool and conduct an annual evaluation – start with the Executive Committee and years 1-2, then entire board years 3-5.</i></li> </ul>   |  | X  |    |    |    |    |

| STEWARDS (GOOD GOVERNANCE)   |   | 25 | 26 | 27 | 28 | 29 |
|--|---|----|----|----|----|----|
| <ul style="list-style-type: none"> <li>● Leverage industry resources and NAADA membership for board and staff development, contributing to the success of the organization.</li> </ul>   | X |    |    |    |    |    |
| <p><b>Goal SG2 - Continue the On-Boarding Orientation program with incoming directors.</b></p> <ul style="list-style-type: none"> <li>● Provide an orientation including the association’s strategic plan, expectations, roles and responsibilities, calendar of events, and committee opportunities.</li> </ul> | > | >  | >  | >  | >  |    |
| <p><b>Goal SG3 - Encourage greater participation in PAAA Committees to ensure continuity and accountability.</b></p>   |   |    |    |    |    |    |
| <ul style="list-style-type: none"> <li>● Standing Committees:</li> </ul>   |   |    |    |    |    |    |
| <ul style="list-style-type: none"> <li>▶ Nominating Committee - maintain a rolling list of potential nominees</li> </ul>   | X |    |    |    |    |    |
| <ul style="list-style-type: none"> <li>▶ Awards Selection Committee</li> </ul>   | > | >  | >  | >  | >  |    |
| <ul style="list-style-type: none"> <li>▶ Budget Planning Committee</li> </ul>  | > | >  | >  | >  | >  |    |
| <ul style="list-style-type: none"> <li>▶ Ag Alumni Fish Fry - conduct ideation meeting annually</li> </ul>   |   |    |    |    |    |    |
| <ul style="list-style-type: none"> <li>● Establish a Pioneer Village and Archives Committee to provide direction to State Fair activities and year around input for the State Fair Farm Plan.</li> </ul>   | X |    |    |    |    |    |
| <ul style="list-style-type: none"> <li>● Strengthen the Alumni Trust Fund Committee and ensure that the Committee works with the PAAA staff to invest funds according to established guidelines and that funds are used to maximize impact.</li> </ul>   | > | >  | >  | >  | >  |    |
| <ul style="list-style-type: none"> <li>● Create other committees, work groups, and task forces as determined by program priorities and develop guidelines for their work.</li> </ul>   |   |    |    |    |    |    |
|  |   |    |    |    |    |    |

| STEWARDS (GOOD GOVERNANCE) |  | 25 | 26 | 27 | 28 | 29 |
|----------------------------|--|----|----|----|----|----|
|                            | <b>Goal SG4 - Explore opportunities to add a student intern or student assistant to help staff with data entry and keep the alumni database up to date.</b>                  | X  |    |    |    |    |
|                            | ● <i>Gather biographical information on alumni and maintain database to enhance communications.</i>  |    |    |    |    |    |
|                            | ● <i>Use University systems to track alumni activity and assess alumni engagement — awards, event attendance, classroom visits, volunteer service, and other activities.</i> |    |    |    |    |    |

# PAAA Strategic Plan

## Mind Map 2025-2029



*-Key- ALL CAPS denotes now program or initiative*