



UPAAA in America

Strategic

Plan

2020-2029

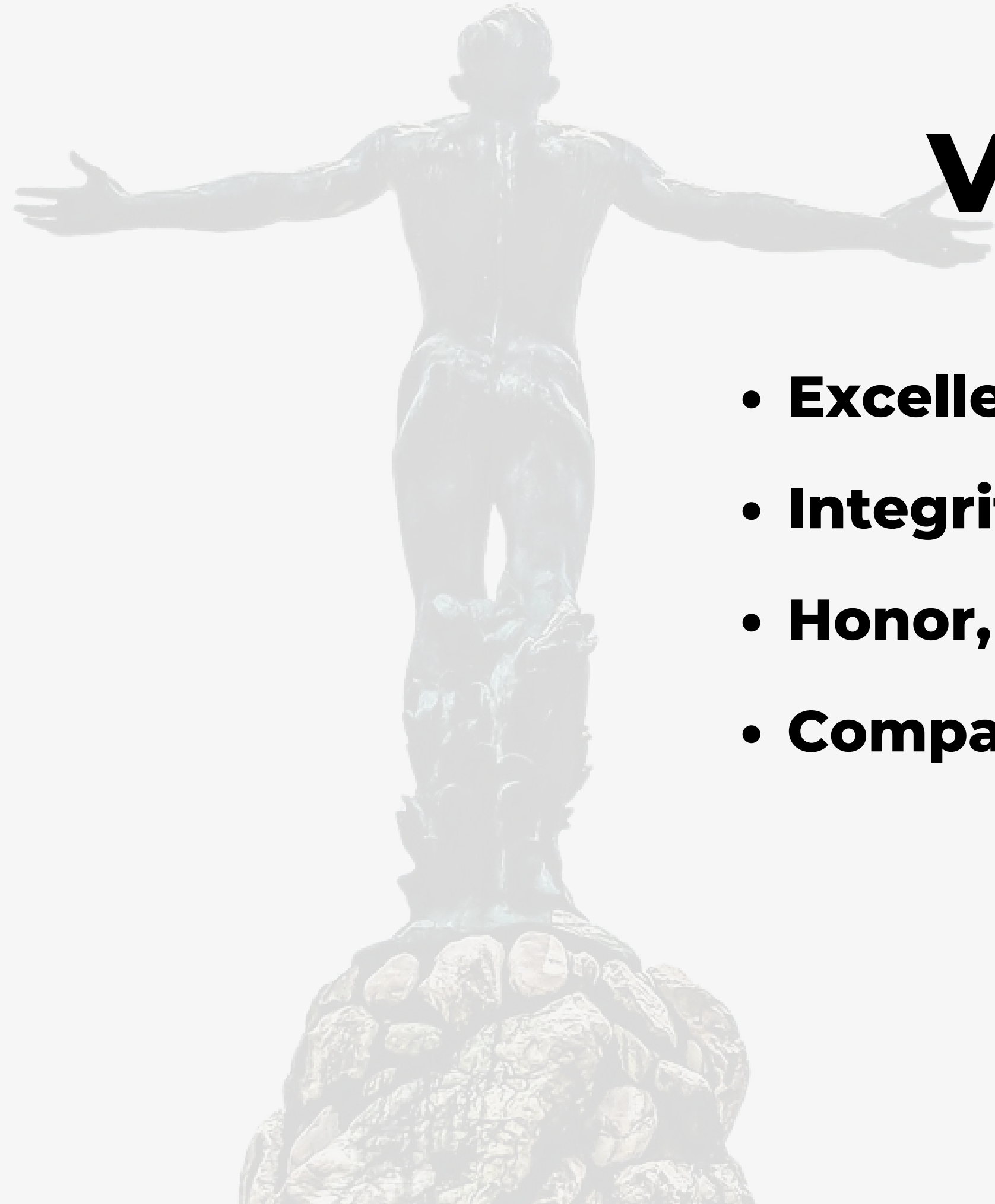


Vision

A strong broad-based international organization of alumni and alumni organizations of the University of the Philippines outside of our home country in the service of UP alumni, the UP system, and the community in pursuit of our shared goals.

Mission

To engage alumni and alumni organizations of the University of the Philippines to work together on educational, charitable, cultural, and other meaningful projects that benefit UP Alumni, the UP System, and the community in pursuit of our shared goals, drawing on our individual and collective resources and of those in the community where we live.




Values

- **Excellence in leadership**
- **Integrity**
- **Honor, and**
- **Compassion**

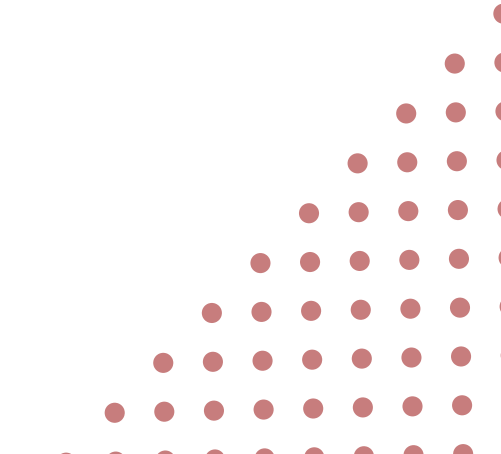


Goals

- A steady growth in individual and organizational networked members in the US, North America, & the world
 - Sustainability in giving back to UP and the Philippines with time, talent, and treasure
 - A focus on educational, charitable, cultural, and other meaningful programs
 - A sound financial foundation
 - A strong and positive community voice
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Strategic Actions

- Define and deliver benefits to individual/organizational members
 - Differentiate between organizational affiliates and chapters. Revise organizational structure to better serve organizational members
 - Proactively set up chapters in underserved states and countries.
 - Proactively invite UP alumni organizations in the US, North America, and the world
 - Position the Scholarship Program for UP students as a Flagship project
 - Establish a Flagship Educational and Scholarship Program for UP alumni.
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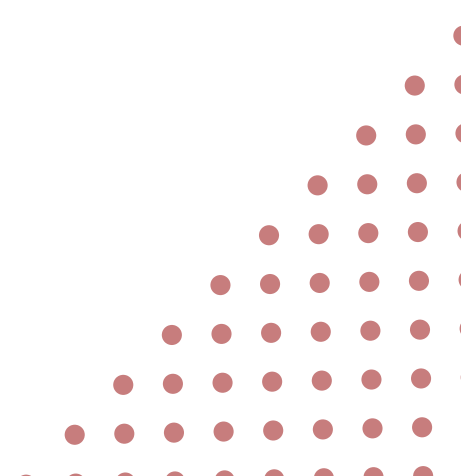


Strategic Actions (continued)

- Promote Filipino cultural events in our communities
- Work towards successful annual Grand Reunions and Conventions
- Build the Permanent Endowment Fund
- Maintain an active publicity and public relations program.



The Short View

- Set up chapters in underserved states
 - Differentiate between organizational members and chapters. Revise organizational structure to serve organizational affiliate members and chapters
 - Seize leadership in the GRC
 - Promote cultural events as fundraising projects
 - Appoint Traditional Media Editorial Staff + Digital Media Editorial Staff
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The Short View (continued)

Have monthly virtual celebrations;
birthday celebrations

Scholarship:
"Iskolarship ng Bayan"

Educational Program for Members:
"Maging MAROONong TAYO"

Ted Talks for UP system:
"Alumni Expert Talks"

Slogan Contest with \$100
prize





Action Items

- Board approves the Strategic Plan, The Long View, as a living document
 - CBL Committee effects the identified changes to the CBL
 - The President, the Board, and the Committees operationalize The Short view
 - The Strategic Planning Committee reviews the Plan before the next Board begins.
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