

W. A Pattillo High School National Alumni Association, Inc

2017-18 Program Goals and Objectives

“DRAFT”

Goal 1. To fully staff the organizational structure for more effective operation.

Objective:

- a. To have a commitment from each committee to recruit members from the 1970-73 classes.
- b.

Goal 2. To effect full implementation of the Program Committee as an Outreach and Fundraising element of the Association with the committee coordinating and working in tandem with other committees and offices.

Objectives:

- a. To plan and provide three or four programs prior to the annual reunion.
 - (1) Offer an opportunity for Community and Alumni membership to fellowship through a special trip, i.e. attend a play in the Raleigh- Greensboro Area.
 - (2) Continue the Annual Alumni Brunch to continue collaboration and education to the community as to what the mission of the Association is.
 - (3) Collaborate with the principals of Pattillo and Princeville schools to participate in programs that will specifically showcase the talent and outstanding skills of Former Pattillo High School Students
 - (4) To utilize the Tarboro and Princeville Christmas entries as continued collaboration and education to the community as to what the mission of the Association is.
- b. To serve as the fulcrum for an annual Scholarship awareness program for Edgecombe County Public School juniors and seniors.
 - (1) Coordinate with the Chaplains to share with the pastors of churches scholarship titles, grants and links to be used in the scholarship workshop.
 - (2) Coordinate with the Chaplains to assist students and parents in in acquiring the much-needed information on funding for college.

Goal 3: Enhance the utilization of the Website using the multiple capabilities that it has for communication and information.

- a. Augment the staffing of the Technology Committee
- b. Purge the Association Database
- c. Provide for email distributions
- d. Provide two-way email communications

- e. Utilize Website as email server
- f. Install capability to play videos
- g. Provide for real time video recording and dissemination

Goal 4: To mount a Scholarship Solicitation Campaign and use coordinated efforts with the Program Committee to affect a 2% increase in scholarship revenue for the 2017-18 Association year.

Goal 5: To mount a Membership Solicitation Campaign and use coordinated efforts with the Program Committee to affect a 10% increase in Membership for the 2017-18 Association year and a 90% retention of membership annually