Executive Summary for On-Campus Operation

Introduction:
The Community and Alumni Relations work group includes: Alumni Relations, Athletics, Community Engagement, Community Partnerships, Continuing Education, and Development. Our university responsibilities are both inward and outward facing. Departments represented by this work group interact with many campus departments, the four academic schools in addition to community agencies and businesses, and school districts. Our departments bring together community partners, community agencies, CCSU faculty/administrative faculty, alumni, donors, and friends of CCSU to support our mission and the success of our students and our constituents are best served with in-person, on-ground interaction, and gatherings. However, the safety of these constituents and our campus community must be first and foremost.

Analysis of data:
The feedback received from our internal University constituents as provided by the Jot Form has been incorporated into this executive summary. Noting that the questions were not particularly applicable to the external constituents for our departments, they were not invited to provide feedback through the Jot Form. Feedback was, however, provided by the Alumni Association Board and incorporated here.

Major challenges identified:
- Ensuring the health and safety of all who work on and visit campus if COVID-19 is still a concern.
- Effective communication to all constituents.
- NCAA/NEC deciding not to allow athletics in the fall/winter/spring or not allowing fan participation would impact our Alumni and Development activities as many events are centered around athletic events.
- Athletics returning to campus and on-ground events being offered.
- Decreased attendance at athletic, social, educational events due to continued uncertainty.
- Decrease in fundraising, grants, program, ticket, corporate sponsorships, and other revenue generation.
- Keeping constituents engaged.
- Access to Marketing and Communications, technology, media center.
- Recruiting and retention of student-athletes.
- Coordinated roll-out of openings across industries.
- Buy-in to the chosen plan from all.

Solutions to major challenges:
- Proper cleaning and sanitizing of all areas of campus, provide PPEs, provide testing, plan for quarantine for those who fall ill, medical personnel on site, plans for social distancing in offices and in public areas on campus, requirements and guidelines to hold events.
- Communicating the plans to fully reopen and the safeguards that will be in place to ensure the health and safety of campus so all constituents are aware and can assess their comfort level regarding returning and resuming all activities. This also includes communicating to all external constituents our expectations for adhering to all safety protocols while visiting any CCSU building.
- In the fall, Homecoming Weekend is the Alumni Association’s largest and most well-attended event. A full weekend of Homecoming events with hundreds of alumni and donors participating (evening events, brunch, tailgating, President’s Box, and the AlumniZone tent). During basketball season, alumni and major donors/corporate sponsors, and Athletic Club members are entertained in the President’s Box. If allowed, Alumni and Development will continue all activities. If Athletics is required to cancel or modify their seasons, new or modified events will be created to continue to connect with alumni and donors on campus, across the state, and beyond.
- Ensuring the health and safety of all in attendance (alumni, donors, friends, fans, students, officials, faculty, staff, and the visiting teams and those accompanying them). Athletics is developing a comprehensive plan regarding returning to practice and competition, given all three scenarios. Health and safety is a top priority for everyone involved.
- If attendance is affected at events, including athletics, all athletics events will be streamed on NEC Front Row to family, fans and alumni to watch. An increased social media presence and video content will remain a priority.
- With fewer or no events allowed on campus, our departments will continue to be creative and strategic with regard to interacting with our constituents for revenue generation and engagement. Much can still be done on-line if health and safety is still a concern. Many of the goals identified in the Strategic Plan are specific to this work group. The following are just a few examples which can be addressed under each of the scenarios for the upcoming academic year:
  - Specific strategies and activities such as creating cases for support, wealth screening, and donor outreach, will be outlined in Development activities to support Strategic Goal 5, Objective 3. Community Engagement is currently working toward the purchase of a license for software that would capture community engagement engagement campus-wide (Tentative timeline: purchase software license by June 30th. Implement software, input initial data, train users July-Dec 2020; Pilot use with one academic school Sept-Dec 2020; Launch campus-wide by June 2021) which supports Strategic Goal 4, Objective 1. The Alumni Association is also collaborating with Continuing Education to offer certificate programs for young alumni which earns them digital badges. Earning these certificates awards them a digital badge, which endorses their skill. These badges are displayed on their LinkedIn profiles which supports Strategic Goal 5, Objective 3. The Alumni Association is also interested in offering resume writing workshops which would support Strategic Goal 2, Objective 3.
  - Whether or not we are adapting our programs, events, services, fundraising, the access to technology and the services of marketing and communications and the media center will be vital in order to effectively and efficiently communicate and provide messaging to our internal and external constituents.
  - If student-athletes are unable to compete at CCSU, but can at other schools, retention of student-athletes becomes a concern. The department continues to work with national and conference leaders to discuss what it means to safely return to practice and play. Additional events and cultivation activities would be planned and marketed to keep constituents engaged.
  - A coordinated roll out for openings across industries is important so children and others needing care are not at home alone, uncared for or unattended. (Opportunity for the CCSU Drop-in Center.)
  - Any plan will be operating in uncharted territory and cannot be foolproof; therefore, if something goes wrong, we need to be united and not point fingers and second guess the decisions made.

### Compromised or Unmet services:
- If the student-athletes are not allowed to compete then those Alumni and Development events and activities centered around athletics would be canceled and other events would be planned to allow connections with our alumni and friends.
- If safety remains a concern at the community agencies and businesses that typically work with faculty and students for internships, community service, experiential opportunities, continuing education, then alternative projects/opportunities will be identified in order to meet course requirements.
- If public schools do not reopen, services and programs in collaboration with the New Britain Schools/Ana Grace Project/CCSU would be modified.
- If safety is still a concern for our constituents, then alternative means to engage and interact with constituents with events and programming and fundraising will be established.

### Immediate needs:
- Ensure the campus is safe for all employees, students, and all constituents. There are concerns about social distancing in high traffic offices like the Alumni Office, Community Engagement, and Continuing Education. In addition, there are particular concerns with regard to health and safety at the Downtown Campus, due to the variety of non-CCSU tenants on site (In addition to those on this work group are Advancement Services, Foundation, and IMRP). Safety should also include a police presence on foot to monitor adherence to health and safety guidelines on the main and downtown campuses.
- Provide clear and effective communication to all constituents about safety and the hybrid reopening plan.
- Determine fate of athletic seasons, and effectively communicate the decision, so planning can commence for these and other events.

### Recommendations for On-Campus Operations:
The work group members, along with feedback from the Alumni Association Board, agree that based on the day-to-day work of our departments, a full on-ground opening would be ideal for the fall if, and only if, the University, state, and health officials are able to ensure the health and safety assurances/measures (i.e. vaccine, testing, cure) to all of our internal and external constituents. If a full on-ground opening is selected, detailed plans are available for each department...
represented in this work group; plans which outline adjustments that will be made to programming, events, and revenue-producing activities with consideration given to CCSU’s guidelines, as well as to the guidelines of our external constituents and their ability and willingness to collaborate and engage.
Executive Summary for Hybrid Operation

Introduction:
The Community and Alumni Relations work group includes: Alumni Relations, Athletics, Community Engagement, Community Partnerships, Continuing Education, and Development. Our university responsibilities are both inward and outward facing. Departments represented by this work group interact with many campus departments, the four academic schools in addition to community agencies and businesses, and school districts. Our departments bring together community partners, community agencies, CCSU faculty/administrative faculty, alumni, donors, and friends of CCSU to support our mission and the success of our students and our constituents are best served with in-person, on-ground interaction, and gatherings. However, the safety of these constituents and our campus community must be first and foremost.

Analysis of data:
The feedback received from our internal University constituents as provided by the Jot Form has been incorporated into this executive summary. Noting that the questions were not particularly applicable to the external constituents for our departments, they were not invited to provide feedback through the Jot Form. Feedback was, however, provided by the Alumni Association Board and incorporated here.

Major challenges identified:
- Ensuring the health and safety of all who work on and visit campus if COVID-19 is still a concern.
- Effective communication to all constituents.
- NCAA/NEC deciding not to allow athletics in the fall/winter/spring or not allowing fan participation would impact our Alumni and Development activities as many events are centered around athletic events.
- Effect of social distancing on all large gatherings.
- Athletics returning to campus and modified on-ground events being offered.
- Decreased attendance at athletic, social, educational events due to continued uncertainty.
- Decrease in fundraising, grants, program, ticket, corporate sponsorships, and other revenue generation.
- Keeping constituents engaged.
- Access to Marketing and Communications, technology, media center.
- Recruiting and retention of student-athletes.
- Space on campus for events, if allowed.
- Training.
- Coordinated roll-out for openings across industries.
- Buy-in to the chosen plan from all.

Solutions to major challenges:
- Proper cleaning and sanitizing of all areas of campus, provide PPEs, provide testing, plan for quarantine for those who fall ill, medical personnel on site, plans for social distancing in offices and in public areas on campus, requirements and guidelines to hold events.
- Communicating the plans to reopen in a hybrid environment and the safeguards that will be in place to ensure the health and safety of campus so all constituents are aware and can assess their comfort level regarding returning and resuming any activities being offered. This also includes communicating to all external constituents our expectations for adhering to all safety protocols while visiting any CCSU building.
- In the fall, Homecoming Weekend is the Alumni Association’s largest and most well-attended event. A full weekend of Homecoming events with hundreds of alumni and donors participating (evening events, brunch, tailgating, President’s Box, and the AlumniZone tent). During basketball season, alumni and
major donors/corporate sponsors, and Athletic Club members are entertained in the President’s Box. If the University decides on a hybrid opening, then extreme social distancing measures will most likely be imposed, thus limiting the effectiveness and our ability to ensure the safety of our constituents during large gatherings. Alumni and Development would continue as many activities as possible. If Athletics is required to cancel or modify their seasons, new or modified events will be created to continue to connect with alumni and donors on campus, across the state, and beyond.

- If the University decides on a hybrid opening, then extreme social distancing measures will most likely be imposed, thus limiting the effectiveness and our ability to ensure the safety of our constituents during large gatherings. All areas represented in this work group would continue as many activities as possible, however, new or modified events will be created to continue to connect with our constituents.
- Ensuring the health and safety of all in attendance (alumni, donors, friends, fans, students, officials, faculty, staff, and the visiting teams and those accompanying them). Athletics is developing a comprehensive plan regarding returning to practice and competition, given all three scenarios. Health and safety is a top priority for everyone involved.
- If attendance is affected at events, including athletics, all athletics events will be streamed on NEC Front Row to family, fans and alumni to watch. An increased social media presence and video content will remain a priority.
- With fewer or no events allowed on campus, our departments will continue to be creative and strategic with regard to interacting with our constituents for revenue generation and engagement. Much can still be done on-line if health and safety is still a concern. Many of the goals identified in the Strategic Plan are specific to this work group. The following are just a few examples which can be addressed under each of the scenarios for the upcoming academic year: Specific strategies and activities such as creating cases for support, wealth screening, and donor outreach, will be outlined in Development activities to support Strategic Goal 5, Objective 3. Community Engagement is currently working toward the purchase of a license for software that would capture community engagement data campus-wide (Tentative timeline: purchase software license by June 30th. Implement software, input initial data, train users July-Dec 2020; Pilot use with one academic school Sept-Dec 2020; Launch campus-wide by June 2021) which supports Strategic Goal 4, Objective 1. The Alumni Association is also collaborating with Continuing Education to offer certificate programs for young alumni which earns them digital badges. Earning these certificates awards them a digital badge, which endorses their skill. These badges are displayed on their LinkedIn profiles which supports Strategic Goal 5, Objective 3. The Alumni Association is also interested in offering resume writing workshops which would support Strategic Goal 2, Objective 3.
- If we are adapting our programs, events, services, fundraising, the access to technology and the services of marketing and communications and the media center will be vital.
- If student-athletes are unable to compete at CCSU, but can at other schools, retention of student-athletes becomes a concern. The department continues to work with national and conference leaders to discuss what it means to safely return to practice and play. Additional events and cultivation activities would be planned and marketed to keep constituents engaged.
- If many spaces will be turned into classrooms, space may be an issue for events, thus discouraging gatherings and encouraging other safer forms of engagement.
- We need to continue to be creative and become proficient in the use of virtual platforms and other technologies. In addition, we will continue to use print, email, and phone to promote events, fundraisers, and the programs and services we are offering.
- A coordinated roll out for openings across industries is important so children and others needing care are not at home alone, uncared for or unattended. (Opportunity for the CCSU Drop-in Center.)
- Any plan will be operating in uncharted territory and cannot be foolproof; therefore, if something goes wrong, we need to be united and not point fingers and second guess the decisions made.

**Compromised or unmet services:**

- If safety remains a concern at the community agencies and businesses that typically work with faculty and students for internships, community service, experiential opportunities, continuing education, then alternative projects/opportunities will be identified in order to meet course requirements.
- If public schools do not reopen, services and programs in collaboration with the New Britain Schools/Ana Grace Project/CCSU would be modified.
- If safety is still a concern for our constituents, then alternative means to engage and interact with constituents with events and programming and fundraising will be established.

**Immediate needs:**
- Ensure the campus is safe for all employees, students, and all constituents. There are also concerns about social distancing in high traffic offices like the Alumni Office, Community Engagement, and Continuing Education. In addition, there are particular concerns with regard to health and safety at the Downtown Campus, due to the variety of non-CCSU tenants on site (In addition to those on this work group are Advancement Services, Foundation, and IMRP). Safety should also include a police presence on foot to monitor adherence to health and safety guidelines on the main and downtown campuses.
- Provide clear and effective communication to all constituents about safety and the reopening plan.
- Determine fate of athletic seasons, and effectively communicate the decision, so planning can commence for these and other events.

Recommendations for On-Campus Operations:
The work group members, along with feedback from the Alumni Association Board, agree that based on the day-to-day work of our departments, a hybrid opening would limit or negate many in person gatherings even if, the University, state, and health officials are able to ensure the health and safety assurances/measures (i.e. vaccine, testing, cure) to all of our internal and external constituents. If a hybrid opening is selected, detailed plans are available for each department represented in this work group; plans which outline adjustments to programming, events, and revenue-producing activities with consideration given to CCSU’s guidelines, as well as to the guidelines of our external constituents and their ability and willingness to collaborate and engage.
**Executive Summary for Remote Operation**

**Introduction:**
The Community and Alumni Relations work group includes: Alumni Relations, Athletics, Community Engagement, Community Partnerships, Continuing Education, and Development. Our university responsibilities are both inward and outward facing. Departments represented by this work group interact with many campus departments, the four academic schools in addition to community agencies and businesses, and school districts. Our departments bring together community partners, community agencies, CCSU faculty/administrative faculty, alumni, donors, and friends of CCSU to support our mission and the success of our students and our constituents are best served with in-person, on-ground interaction, and gatherings. However, the safety of these constituents and our campus community must be first and foremost.

**Analysis of data:**
The feedback received from our internal University constituents as provided by the Jot Form has been incorporated into this executive summary. Noting that the questions were not particularly applicable to the external constituents for our departments, they were not invited to provide feedback through the Jot Form. Feedback was, however, provided by the Alumni Association Board and incorporated here.

**Major challenges identified:**
- Effective communication to all constituents.
- NCAA/NEC deciding not to allow athletics in the fall/winter/spring and CCSU remaining virtual would impact our Alumni and Development activities as many events are centered around athletic events.
- Keeping constituents engaged through virtual events.
- Decrease in fundraising, grants, program, ticket, corporate sponsorships, and other revenue generation.
- Training.
- Access to Marketing and Communications, technology, media center.
- Recruiting and retention of student-athletes.
- Coordinated roll-out for openings across industries.
- Buy-in to the chosen plan from all.

**Solutions to major challenges:**
- Communicating the plans to remain virtual to all internal and external constituents, along with specifics regarding all programs and services.
- New or modified events will be created to continue to connect with alumni and donors on campus, across the state, and beyond.
- Our departments will create new events, programs, opportunities to continue to connect with constituents. Additional efforts will be needed to market these events to our constituents.
- With no events allowed on campus, our departments will continue to be creative and strategic with regard to interacting with our constituents for revenue generation and engagement. Much can still be done on-line if health and safety is still a concern. Many of the goals identified in the Strategic Plan are specific to this work group. The following are just a few examples which can be addressed under each of the scenarios for the upcoming academic year: Specific strategies and activities such as creating cases for support, wealth screening, and donor outreach, will be outlined in Development activities to support Strategic Goal 5, Objective 3. Community Engagement is currently working toward the purchase of a license for software that would capture community engagement data campus-wide (Tentative timeline: purchase software license by June 30th. Implement software, input initial data, train users July-Dec 2020; Pilot use with one academic school Sept-Dec 2020; Launch campus-wide by June 2021) which supports Strategic Goal 4, Objective 1. The Alumni Association is also collaborating with Continuing Education to offer certificate programs for young alumni which earns them digital badges. Earning
these certificates awards them a digital badge, which endorses their skill. These badges are displayed on their LinkedIn profiles which supports Strategic Goal 5, Objective 3. The Alumni Association is also interested in offering resume writing workshops which would support Strategic Goal 2, Objective 3.

- We need to continue to be creative and become proficient in the use of virtual platforms and other technologies. In addition, we will continue to use print, email, and phone to promote events, fundraisers, and the programs and services we are offering.
- If we are adapting our programs, events, services, fundraising, the access to technology (video and the services of marketing and communications and the media center) will be vital to our success.
- If student-athletes are unable to compete at CCSU, but can at other schools, retention of student-athletes becomes a concern. The department continues to work with national and conference leaders to discuss what it means to safely return to practice and play. Additional events and cultivation activities would be planned and marketed to keep constituents engaged. Athletic success will draw constituents to games once we are back on-ground.
- A coordinated roll out for openings across industries is important so children and others needing care are not at home alone, uncared for or unattended. (Opportunity for the CCSU Drop-in Center.)
- Any plan will be operating in uncharted territory and cannot be foolproof; therefore, if something goes wrong, we need to be united and not point fingers and second guess the decisions made.

Compromised or unmet services:
- If CCSU and the community agencies and businesses that typically work with faculty and students for internships, community service, experiential opportunities, continuing education, all remain virtual then alternative projects/opportunities will be identified in order to meet course requirements.
- If public schools do not reopen, services and programs in collaboration with the New Britain Schools/Ana Grace Project/CCSU would be modified.
- If CCSU remains virtual, then alternative means to engage and interact with constituents with events and programming and fundraising will be established.

Immediate needs:
- Access to offices for those in need of materials and equipment to perform their jobs for a longer period of time than originally anticipated.
- Provide clear and effective communication to all constituents about the reopening plan.

Recommendations for On-Campus Operations:
The work group members, along with feedback from the Alumni Association Board, agree that based on the day-to-day work of our departments, a virtual opening would prohibit in person gatherings until University, state, and health officials are able to ensure the health and safety assurances/measures (i.e. vaccine, testing, cure) to all of our internal and external constituents. If a virtual opening is selected, detailed plans are available for each department represented in this work group; plans which outline adjustments that will be made to programming, events, and revenue-producing activities with consideration given to CCSU’s guidelines, as well as to the guidelines of our external constituents and their ability and willingness to collaborate and engage.