

**NOW MORE THAN EVER**  
**EWCA: Building an Asia Pacific Community**

**The East-West Center Association  
2006-2010 Strategic Plan**

**THE MISSION OF THE EAST-WEST CENTER**

*The East-West Center contributes to a peaceful, prosperous and just Asia Pacific community by serving as a vigorous hub for cooperative research, education, and dialogue on critical issues of common concern to the Asia Pacific region and the United States.*

Since its founding in 1960, the East-West Center has touched the lives of more than 50,000 people who have participated in meaningful programs aligned with this mission. These alumni are the East-West Center Association (EWCA) -- the very heart of the East-West Center.

In today's interdependent and rapidly changing world, the EWCA is needed now more than ever.

**THE MISSION OF THE EWCA**

*To support the mission of the East-West Center in our individual lives and actions and through the communities and networks we build.*

## **GOAL I: Expand the scope and impact of the active EWCA network**

### **Objectives:**

#### **A. Energize existing chapters**

1. Increase the meaningful involvement of younger alumni by introducing them to chapter leaders and encouraging them to participate in activities and other networking opportunities.
2. Update the chapter manual to provide clear guidelines and include “recipes for success” – enjoyable and useful activities to help engage members, donors, and friends.
3. Ensure that the Vice President for Chapters collects quarterly reports on all chapter activities, which are then shared among all chapters via the EWCA Newsletter and regular email updates.
4. Hold a major chapter leaders workshop every two years for the purpose of sharing ideas and best practices.
5. Encourage community service projects and other volunteer activities that raise the profile of the Center in local communities.
6. Organize special chapter activities each May to recognize EWC Day, as close to the founding date of May 14<sup>th</sup> as possible.
7. Require each chapter to hold at least two activities each year to remain in “active” status.

#### **B. Build new chapters for a total of 50 active EWCA chapters by the 50<sup>th</sup> anniversary of the EWC in 2010**

1. Encourage new professional interest alumni chapters including the Asia Pacific Leadership Program (APLP), AsiaPacificEd, New Generations Seminar, Population Summer Seminar, Changing Faces Women's Leadership Program, etc.
2. Continue to create and activate geographic chapters.
3. Seek to engage with others who share the EWC commitment to building an Asia Pacific community.

## **GOAL II: Keep alumni and friends up to date and fully engaged through frequent and effective communication and personal interaction**

### **Objectives:**

#### **A. Use the EWCA Networking Committee to advise EWCA on ways to ensure frequent and effective communication with alumni and friends throughout the Asia Pacific region**

1. Provide volunteers to assist in a major effort to update and maintain an accurate alumni database.

2. As part of an EWC-wide effort to make full use of the internet, including developing more interactive communication vehicles, Chapter leaders will strive to gather email addresses from alumni and friends and contribute information to the EWCA website.

**B. Support increased information sharing through personal visits, publications and other printed materials**

1. Contribute to and help distribute the quarterly EWCA Update Newsletter and/or monthly EWCA eNewsletter.
2. Ensure that each chapter has adequate communication tools needed to communicate with its members and provide effective outreach.
3. Encourage personal visits by senior EWC staff and EWCA board members to EWCA chapters (at least 10 visits per year).

**C. Hold conferences on a regular basis to bring alumni together with EWC staff, administrators, students, and friends to facilitate professional and personal networking**

1. Organize one major international conference every other year in close cooperation with EWC staff.
2. Organize one other major activity in years with no international conference. (This might be a regional conference, a conference for a select group -- such as 70s alumni, APLP alumni, etc.—or a travel program.)

**D. Expand our dynamic alumni networking connecting EWC alumni with EWC administrators, staff, friends, students, and colleagues throughout the region**

1. Organize joint activities that bring stakeholders together to strengthen EWC networks.
2. Involve non-EWC alumni who share our goals.
3. Encourage the Board of Governors (BOG) to continue the tradition of appointing EWCA President to participate in BOG meetings.
4. Facilitate and encourage the involvement of EWCA board members in various Center-wide committees as well as with the Friends of the EWC.

**GOAL III: Support current and future participants by securing resources and assisting with recruitment and mentoring**

**Objectives:**

**A. Make it possible for more students to experience the EWC by helping to secure vital resources**

1. Raise funds for scholarship support to qualified students who require financial assistance to participate in Center programs. (EWCA Target: \$\_\_\_\_\_ total by 2008, \$\_\_\_\_\_ by 2010)

2. Increase participation in Annual Alumni Fund Drive.  
(Target: 100% by Board members and 10% annual increase by other members)
3. Assist with special endowment drives for scholarships.
4. Develop incentives (e.g., fun “competitions”) to encourage chapters to raise funds for students from their areas.
5. Recognize chapters and individuals for exceptional results/achievements with special awards that also help publicize models of effective volunteerism.
6. Assist in identifying and cultivating alumni and friends who may be willing/able to make large donations.
7. Publicize the Center’s Planned Giving Program among all alumni and friends.
8. Provide in-country support for VIP donor trips as needed.

**B. Assist in EWC student/participant recruitment and orientation**

1. Work closely with Education Program staff on distribution of recruitment materials.
2. Host receptions, take phone calls, answer questions, etc. for interested candidates.
3. Organize pre-orientation get-togethers for selected participants before they leave for the Center.
4. Encourage active chapters to assist with the work of EWC Country Representatives where appropriate.

**C. Mentor, support, and advise current EWC students and recent alumni**

1. Identify and involve chapter members in advising and mentoring current students and recent alumni throughout the region. (Support may include arranging for internships, orienting students to their new location, providing homes for students who need to travel to capital cities for interviews/visas, helping to find housing and job opportunities when they return, etc.).
2. Provide mentoring opportunities for current students in the Honolulu community
3. Work closely with the Friends of the EWC to provide resources and support for students in Honolulu.