Goals:

Our group project should fall in line with the mission of the UW Alumni Association – "support the University of Washington and higher education in the state of Washington"

- Employ promotion of other social medias for stakeholders such as recruiters, graduates
– Use opportunities to attract current and future alumni towards the university
- Make it accessible for events to be asynchronous
- Make it sustainable as long as the association is providing services.
- Promote engagement of students and alumni with different backgrounds.
- Alumni should have personalized experiences – adjust to different industries and majors.

Viability - The cost of maintenance, financing events and guests, hybrid services provided with membership, resource availability (website developers, fundraisers)

Feasibility - Adequate performance of running and maintaining website, market of alumni, responsive and accessible website, database maintenance

Desirability - long-term benefits of alumni and current students with better education and opportunities, make sure alumni and students are bounded together, and provide networking and communities for them to learn.

Ranking Prioritization System:

Level 1 (most important):
- Follows mission of UWAA and promotes the sense of lifelong learning.
- Strengthen alumni community with their education and opportunities (e.g. social events, jobs, networking)
- Make sure the website is accessible for everyone.
- Encourage graduates to join alumni network with better/more incentives

Level 2 (highly desirable):
 - Make the events asynchronous in Covid-19 period.
- Experiences should be personalized depending on one's interests and major
- Make sure alumni are invested in the programs

Level 3 (extras):
- Addressing people from different backgrounds on the site (adding languages for the page)
- Using other networking platforms to help stakeholders connect with one another