GOAL #10 STATEMENT: Strengthen life-long alumni relationships

Key Strategy or Initiative	Specific Actions	Responsible department/person	Implementation milestones	Resource Requirements	What results? How will we assess and hold ourselves accountable for making progress?	Progress Update April-May 2011
Strategy 1: Initiate reconnection to alumni, resulting in return data updates and contact from alumni.	1.1 Increase electronic communications and legitimate contact information	Bradford/Galanis/LaRocque	• Increase in self-reported data returned from alumni • Decrease in returned mail and bounce back email	• Dedicated time for inputting into banner/final site	• Increase viable email addresses by 20% and phone numbers by 10%	• Concerted outreach and efforts increased email addresses from approximately 7,500 to 8,000. Phone increase not indicated at this time.
	1.2 Survey alumni re: reunions, homecoming and association	Bradford	▪ Response by more alumni than the last survey	• Review of data for synthesis into program and budget decisions	• 10% Increase in attendance at homecoming 2011, reunion weekend 2011 and other programs	• Homecoming 2010 had 800 attendees. Increase in reunion attendance from 45 to 142 in 2010, expect 200 in 2011. Survey 2011 expected to drop on June 1.
	1.3 Create and implement evaluation process for alumni programs by participants .	Salvidio/Bradford/Galanis	• Development of standardized evaluation form • Track and evaluate each event	• Staff follow-up in office and with Association	• Receive a rating of Good or Excellent using standardized evaluation for targeted events	• Evaluation designed. First implementation planned for reunion weekend 2011.
	1.4 Implement AUR departmental liaison plan	Galanis/Lemanski	▪ Each staff member in AUR makes two contacts with their assigned departments	▪ Follow up and tracking ▪ Sharing of alumni data with departments in August and January ▪ Follow-up correction of data	• 5 alumni focused programs developed after contact with departments • Increase in correct data for alumni by department	• Due to loss of staff, this area was put on hold. Minimal contact made with overall academic affairs division. Increased contact with

						Communications, Business, Social Work. Involvement with Business/Economics, Communication, Political Science for Alumni Mentor Day.
Strategy 2: Establish an effective relationship between Alumni Relations, Academic and Administrative Departments and Students.	2.1 Establish student representation on Alumni Executive Council	Bradford	• Two student seats on the Alumni Executive Council, one from the office of AR and one from SGA	• Communication with SGA	• Documented student voice on Alumni Executive Council impacting strategic programming efforts, increase in senior pledges and volunteerism of young alumni	• Addition of one DGCE student, the SGA alumni liaison and 3 student representatives. Meetings held with SGA president, Class officers and alumni liaisons.
	2.2 Integration between faculty, administration, students and alumni	Galanis/Bradford/Salvidio Lemanski	• Using AUR departmental liaisons, increase involvement with other 4 divisions per the following: 1. Collaborate with Enrollment Management to implement Alumni Recruitment Counselor program (Bradford) 2. Collaborate with Student Affairs to strengthen and maintain mentorship program through collaboration with Career Services. (Galanis)	• Staff development of timeline and follow up with departments • Development of program outlined to Director of Admissions. • Increase in number of alumni mentors participating.	• Documented support of academic activities with increase of 25% • Increase in alumni involvement in recruiting efforts measured by documentation from Enrollment Management. • Documented increase from Career Services.	• Due to loss of staff, this area was put on hold. See details below: • Alumni recruitment plan was shared with Director of Admissions in Summer, 2010. • Despite loss of staff in Career Center, the Alumni Mentor program maintained services to our students and

						alumni.
			3. Collaborate with Student Affairs to strengthen Class Funds Program with elected student Representation to Alumni Relations	• Implement newly designed class funds program.	• Documented 25% increase in donations from current students from FY10	• Despite the creation of a new program, the class funds program remains dormant. Meetings were held with SGA, Class Officers and staff of Alumni Relations.
			4. Collaborate with Academic Affairs to increase faculty presence at alumni events and on alumni website. (Bradford)	• Create faculty friendly web area on alumni site. Track response of faculty.	• Increase of faculty presence on website by 25%. Increase in faculty participation in Homecoming by 25%.	• More focused faculty involvement in Alumni Mentor Day and Faculty Emeritus reception at Homecoming 2010
	2.3 Provide updated alumni lists to departments to promote further growth and accuracy of our alumni database	Galanis	5. Collaborate with DGCE to increase marketing efforts to alumni for graduate and community education (Galanis)	• Increased presence of DGCE materials on alumni website	• Track number of referrals from website to establish baseline for both areas of DGCE.	• Presence at Alumni Mentor Day. Increase information on Alumni Website and in monthly eblasts is ongoing
	2.4 Develop 4 academically focused alumni affinity groups	Galanis/Bradford	• Provide annual lists to departments according to schedule (Galanis)	• Provide lists for each academic department 2 times per year tracking current information and changes	• Measurable increase in data for alumni from academic departments in May, 2010	• Increased efforts will be made to send this out twice a year on a May/November schedule
			• Using ACR Liaison team, determine strong departmental affinity groups.	• Assistance with marketing and advertising using reunion weekend as a possible kickoff for reunion activities.	• Alumni affinity groups successfully established.	• Due to loss in staff, priorities were shifted to other areas of the division. This will return as a priority for next year.