

Online Assessment Tracking Database

Sam Houston State University (SHSU)
2014 - 2015

Advancement Services

Goal	Secure Private Support For The University 🔑 Secure Private Support for the University
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Objective (P)	Maintain And Collect Current Contact Information Of Alumni And Friends Of SHSU 🔑 As part of the divisions efforts to secure private support for the university, our department will meet the valid contact information goal for Alumni and Friends set for us in the President's Performance Indicator Report. This information will be maintained and updated daily to enhance alumni giving and involvement.
KPI Performance Indicator	Valid Addresses On Database 🔑 The number of valid addresses on Raiser's Edge will indicate how effectively we will be able to reach Alumni and Friends with mail communication. Valid addresses are difficult to maintain. Raiser's Edge will have 128,000 valid addresses.
Result	Valid Addresses 🔑 For FY 2015, there are 130,318 valid addresses on Raiser's Edge.
KPI Performance Indicator	Valid Phone Numbers On Database 🔑 The number of valid phone numbers on Raiser's Edge will indicate how well we are able to contact Alumni through the Phonathon program in Development. Raiser's Edge will have 121,000.
Result	Valid Phone Numbers 🔑 For FY 2015, there are 122,962 valid phone numbers on Raiser's Edge.
KPI Performance Indicator	Valid E-mail Addresses On Database 🔑 The number of valid e-mails on Raiser's Edge will indicate how well SHSU can contact Alumni with relevant events and information concerning SHSU. Raiser's Edge will have 69,000 total valid e-mail addresses.
Result	Valid E-mails 🔑 For FY 2015, there are 68,211 valid e-mails on Raiser's Edge.

Goal**Cultivate Success Within The University 🔑**

Cultivate Success within the University

Objective (P)**Effectively And Efficiently Provide Accurate Donor Information To Departments Within SHSU 🔑**

Meet the data request goal set for Advancement Services by the President's Performance Indicator Report. The information that we collect and maintain will allow Colleges and Departments to effectively communicate with Alumni and Donors, thus better ensuring the success of their efforts. Colleges and Departments can request Alumni contact information to send newsletters and event mailings. The Alumni Association will request information regarding membership and mailing requests. Development will request Donor reports, Alumni contact information, and Business information necessary for Donor Solicitation.

**KPI
Performance
Indicator****Data Requested 🔑**

The number of Data Requests received by the Advancement Services department will indicate how well we are serving as a bridge between our Alumni and Friends, and the university.

We will have 6,800 data requests (reports, lists, labels) from Development, Alumni, and various Colleges and Departments at Sam Houston State University.

Result**Data Requested 🔑**

For FY 2015, there are 7,144 data requests from Raiser's Edge.

Objective (P)**Maintain And Update Accurate Alumni Records 🔑**

Advancement Services will meet the goal for updating and maintaining alumni records set for them by the President's Performance Indicator Report. This entails updating and maintaining Alumni records including but not exclusive of donations, alumni membership, business information, education, solicitation responses, opt out information, appeals, attributes, and general contact information. Keeping this information as up-to-date as possible will help to ensure the continued success of initiatives both within the department and throughout the university community.

Number Of Records Updated 🔑

**KPI
Performance
Indicator**

Advancement Services will count the number of records we update on a monthly basis as an indicator of how well we are maintaining the Alumni Records on Raiser's Edge. We will update 2,000,000 records in Raiser's Edge in FY 2015.

Result

Records Updated 🔑

For FY 2015, there are 2,147,573 total records updated on Raiser's Edge.

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