Online Assessment Tracking Database

Sam Houston State University (SHSU)
2014 - 2015

Alumni Relations

Goal	**Secure Private Support For The University** 🔑
	Secure Private Support for the University

Objective (P)	**Meet Gifts Goal (non-dues Income) From President's Performance Indicator Report For FY '15** 🔑
	Meet Gifts Goal (non-dues Income) From President's Performance Indicator Report For FY '15 through event sponsorships, scholarships, and donations.
KPI Performance Indicator	**Meet Gifts Goal (non-dues Income) From President's Performance Indicator Report For FY '15** 🔑
	Utilize Razor's Edge, SamMenu (Alumni Revenue accounts), and daily alumni deposit membership and gift reporting spreadsheet to monitor progress towards goal. Our goal for FY'15 is $180,000.
Result	**Gifts (non-dues Income) For FY '15** 🔑
	Gifts non-dues income received through August 31, 2015 is $175,884.

Objective (P)	**Increase Total Membership In The Alumni Association** 🔑
	Increase membership (Annual, Life, and Complimentary Members) in the alumni association, in order to reach the goal stated for FY 15 in the President's Performance Indicator Report. Membership will be increased through mass mailings to non active alumni, monthly email renewal reminders, and 30, 60, 90 renewal notices to lapsing members in addition to numerous membership appeals throughout the year.
KPI Performance Indicator	**Increase Membership** 🔑
	Track membership in Razor's Edge (query RE). Our goal for FY'15 is 12,400 members.
Result	**Increase Total Membership In The Alumni Association** 🔑
	Total Membership in the Alumni Association through August 31, 2015 is 12,339.

Goal	**Enhance The Image Of The University** 🔑
	Enhance the Image of the University

Objective (P)

Increase The Number Of Meetings, Events And Attendance 🔑

Increase the number of meetings and events, as well as the overall attendance at these meetings and events. Alumni Relations will increase contact and stewardship in regions with concentrations of significant alumni populations, host meetings and events in regions with concentrations of significant alumni populations, and mail invitations to events to all alumni in regional areas, whether active or not.

KPI Performance Indicator

Increase The Number Of Meetings, Events, And Attendance 🔑

Utilize the meetings, events, and attendance report as updated monthly on the Performance Measures report. Our goal for FY'15 is 325 meetings/events with 26,000 total in attendance.

Result

Increase The Number Of Meetings, Events, And Attendance 🔑

Total events/meetings through August 31, 2015 is 307
Total attendance through August 31, 2015 is 26,423
Total communication pieces through August 31, 2015 is 335