

Alumni Relations

Enhance The Image Of The University

Goal Description:

Enhance the Image of the University

RELATED ITEMS -----

RELATED ITEM LEVEL 1

Increase The Number Of Meetings, Events And Attendance

Performance Objective Description:

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.

RELATED ITEM LEVEL 2

Increase The Number Of Meetings, Events, And Attendance

KPI Description:

Utilize the meetings, events, and attendance report as updated monthly on the Performance Measures report. Our goal for FY'16 is 325 meetings/events with 27,000 total in attendance.

Results Description:

Final Totals for FY '16:

Meeting and Events = 352

Event Attendance = 27,675

Communication Pieces = 340

Secure Private Support For The University

Goal Description:

Secure Private Support for the University

RELATED ITEMS -----

RELATED ITEM LEVEL 1

Increase Total Membership In The Alumni Association

Performance Objective Description:

Increase membership (Annual, Life, and Complimentary Members) in the alumni association, in order to reach the goal stated for FY 16 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.

RELATED ITEM LEVEL 2

Increase Membership

KPI Description:

Track membership in Razor's Edge (query RE). Our goal for FY'16 is 12,750 members.

Results Description:

Final membership numbers for FY '16:

Annual Membership = 5,853

Life Membership = 2,849

Complimentary Membership = 4,336

Total Overall Membership = 13,038

RELATED ITEM LEVEL 1

Meet Gifts Goal (non-dues Income) From President's Performance Indicator Report For FY '16

Performance Objective Description:

Meet Gifts Goal (non-dues Income) From President's Performance Indicator Report For FY '16 through event sponsorships, scholarships, and donations.

RELATED ITEM LEVEL 2

Meet Gifts Goal (non-dues Income) From President's Performance Indicator Report For FY '16

KPI Description:

Utilize Razor's Edge and Banner (Alumni Revenue accounts), and daily alumni deposit membership and gift reporting spreadsheet to monitor progress towards goal. Our goal for FY'16 is \$180,000.

Results Description:

Final number for Gifts (non-dues) income for FY '16:

Gifts (non-dues) income = \$180,410