

Advancement Services  
SACSCOC REPORT

Advancement Services

Cultivate Success Within The University

Goal Description:

Cultivate Success within the University

RELATED ITEMS -----

RELATED ITEM LEVEL 1

Effectively And Efficiently Provide Accurate Donor Information To Departments Within SHSU

Performance Objective Description:

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.

RELATED ITEM LEVEL 2

Data Requested

KPI Description:

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 9,500 data requests (reports, lists, labels) from Development, Alumni, and various Colleges and Departments at Sam Houston State University.

Results Description:

For FY 2017, there are 8,669 data requests from Raiser's Edge.

RELATED ITEM LEVEL 2

Major Prospects Identified \$2.5M+

KPI Description:

From the number of prospective donors researched, those identified as having a wealth indicator of \$2.5 million or more are an increased focus of the Development department to contact regarding giving back to the University, generally being more likely to give a more substantial amount of support.

We will have identified 200 major prospective donors.

Results Description:

For FY 2017, there are 65 major prospects identified from Raiser's Edge.

RELATED ITEM LEVEL 2

Prospects Researched

KPI Description:

The number of prospective donors researched will provide the Development department with more focus on individuals to contact regarding giving back to the University.

We will have researched 12,000 prospective donors.

Results Description:

For FY 2017, there are 10,071 prospects researched from Raiser's Edge.

RELATED ITEM LEVEL 1

Maintain And Update Accurate Alumni Records

Performance Objective Description:

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.

RELATED ITEM LEVEL 2

Number Of Records Updated

**KPI Description:**

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 2,050,000 records in Raiser's Edge in FY 2017.

**Results Description:**

For FY 2017, there are 2,149,193 total records updated on Raiser's Edge.

**Secure Private Support For The University**

**Goal Description:**

Secure Private Support for the University

RELATED ITEMS -----

RELATED ITEM LEVEL 1

**Maintain And Collect Current Contact Information Of Alumni And Friends Of SHSU**

**Performance Objective Description:**

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.

RELATED ITEM LEVEL 2

**Valid Addresses On Database**

**KPI Description:**

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 137,500 valid addresses.

**Results Description:**

For FY 2017, there are 139,836 valid addresses on Raiser's Edge.

RELATED ITEM LEVEL 2

**Valid E-mail Addresses On Database**

**KPI Description:**

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 73,000 total valid e-mail addresses.

**Results Description:**

For FY 2017, there are 76,531 valid e-mails on Raiser's Edge.

RELATED ITEM LEVEL 2

**Valid Phone Numbers On Database**

**KPI Description:**

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 132,000 valid phone numbers.

**Results Description:**

For FY 2017, there are 132,711 valid phone numbers on Raiser's Edge.