

**Alumni Relations**  
**SACSCOC REPORT**

# 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'17 is 360 meetings/events with 28,000 total in attendance.

**Results Description:**

As of 5/31/17 our numbers are as follows:

Events/Meetings: 310

Attendance: 22,195

Communication Pieces: 253 (vs. FY '17 goal of 350)

Yearly numbers through 8/31/17

Events/Meetings: 395 vs. Goal of 360

Attendance: 28,874 vs. Goal of 28,000

Communication Pieces: 330 vs Goal of 350

## 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 17 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'17 is 13,400 members.

**Results Description:**

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**Current Members Year to Date:**

Annual: 5183

Life/Endowed: 2925

Complimentary: 4334

Total members: 12442 vs. goal of 13,400.

Final numbers not available until 8/31/2017

Numbers through 8/31/17

Annual: 6158 vs. goal of 6000

Life/Endowed: 2942 vs. goal of 3000

Complimentary: 4600 vs. goal of 4400

Total members: 13,700 vs. goal of 13,400.

**RELATED ITEM LEVEL 1**

**Meet Gifts Goal (non-dues Income) From President's Performance Indicator Report For FY '17**

**Performance Objective Description:**

Meet Gifts Goal (non-dues Income) From President's Performance Indicator Report For FY '17 through event sponsorships, scholarships, and donations.

**RELATED ITEM LEVEL 2**

**Meet Gifts Goal (non-dues Income) From President's Performance Indicator Report For FY '17**

**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'17 is \$185,000.

**Results Description:**

As of 5/31/17 our gifts total is \$ 214,206.00. This exceeds our FY '17 goal by \$29,206.00.

Final numbers provided through 8/31/17 show gifts total as \$ 221,912.00