EXAMPLE—INSTITUTIONAL EFFECTIVENESS SUPPORT UNIT RESULTS (FICTIONAL)

FOR FISCAL YEAR: 2011-2012
DEPARTMENT & DIVISION: Alumni Relations/Advancement
SUPPORT UNIT: Alumni Relations
SUBMISSION DATE: May 15, 2012

RESULTS:

All ratings on the Alumni Survey for graduates met or exceeded last year’s results in the range of 90-96% for 2011-2012 as compared to 88-94% for the 2010-2011 administration, except in one area. Only 60% of the alumni overall agreed and strongly agreed that the university had communicated with them about the accomplishments of student academic teams in their competitions. Several comments indicated that there was no real information provided about the SIFE and NIFA teams’ wins from their competitions. (Goals 1, 2 & 3)

The Communication and Event Tracking Log indicates that at least 25 people attended the alumni events held in the 10 designated states in the prior fiscal year. The first three quarters netted personal contacts with 60 new alumni; however, the fourth quarter indicated that only 2 contacts were made. The total of 62 for the year shows an improvement of 10 new contacts over the 2010-2011 fiscal year. (Goals 1 & 2)

Minutes from the Alumni Focus Groups indicated overall (80%) satisfaction and success for the homecoming weekend; however, approximately half of the participants expressed concern about the advance communication—that it was unclear and/or they did not receive the e-mail. The majority (76%) of the student focus group agreed that homecoming events were successful; however, they would like earlier posting on the website. (Goal 3)

Raiser’s Edge Reports indicated that annual revenue for scholarships from traditional alumni reached $118,000 and funding from nontraditional alumni reached $15,000. Although Goal 4 was not met for 2011-2012, the increase was $15,000 over the prior year, so Goal 4 will be retained at the same level for the 2012-2013 fiscal year. Gift receipts for the Alumni Foundation totaled $300,150 for the year, exceeding the standard of success set for Goal 5. Reports totaled 62 asks for the fiscal year.

USE OF RESULTS & MODIFICATIONS:

For Goals 1 and 2—Alumni Council analyzed results & recommended improvements. Department has met with the deans of the academic areas and implemented a method for their submission of academic competitions within one week of the contests.

For Goal 3—Alumni Council analyzed results & recommended improvements. Due to the implementation of many anti-spam devices by the networks of alumni, the Alumni Office will return to paper communication (postcard) in addition to e-mail about homecoming weekend. The web page will be revised by December 2012 to include an annual calendar of alumni events.

For Goals 4 and 5—No modifications are recommended at this time.

TIMELINE, REQUIREMENTS, AND APPROVALS:

The modification for Goals 1 and 2 was approved by the Vice President for Advancement and will be implemented with the Fall 2012 term. The modification for Goal 3 must be approved by the Web Management Design Team, and the Alumni Director must develop an annual calendar by November 1, for the web team to post by December 2012.
SIGNATURES VERIFY REVIEW:

[Signature] 5-15-12  
Director of Department/Date

[Signature] 5-18-12  
Vice President-Advancement/Date

[Signature] 5-17-12  
IE Division Representative/Date

[Signature]  
SACSCOC Accreditation Liaison

FINAL DATES:

Approval  
Implementation

Dr. Marila Palmer, A&M-Commerce