

The University of Virginia's College at Wise
Planning and Institutional Effectiveness

Unit/Department or Functional Area	Name and Title of Person Completing Form
Office of Alumni Relations	Valerie S. Lawson, Director of Alumni Relations

Mission of Department or Functional Area
The mission of the Office of Alumni Relations is to strengthen the relationship between the College and its alumni body through the work of the Alumni Association Board of Directors and the Office of Development and College Relations

2005-2006						
	Outcome Goals in Measurable Terms	Desired Accomplishments/ Goals	Critical Priorities	How Outcomes Will Be Achieved (Action Plan)	Method(s) of Assessment (Be Specific)	Results, Evaluations, Use
	1. Average of 6 contact with alumni per month.	1.1 2.1 2.3 2.4 3.1 3.2 3.3 3.4 3.5	B D J O Q T U	Work with VC, Development Staff, and Alumni Leadership to determine a regular schedule of personal alumni visits throughout the year. Routinely determine when the schedule would permit personal visits throughout the year and determine available time commitments for such visits.	Review monthly calendar.	Worked through the Alumni Association to host regional successful alumni events in Richmond, Springfield, and Roanoke. In addition, worked with the Development staff and to make personal contacts with alumni. These were good stewardship events where the Chancellor and Development staff enjoyed good one-on-one time with alumni.

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<p>2. Alumni giving increased by 3%.</p>	<p>1.1 2.1 2.3 2.4 3.1 3.2 3.3 3.4 3.5</p>	<p>B D J O Q T U</p>	<p>Work with the VC for Development and the fundraising staff to increase alumni giving.</p> <p>Work to retain alumni donors from year to year Continued to identify alumni to solicit for participation in Alumni Association fundraising events. In addition, worked with fundraisers to determine strategies for improving alumni giving.</p>	<p>Review monthly Development Donor Report.</p>	<p>Worked diligently with Director of Development and Annual Fund throughout the year to measure alumni giving, made personal contacts, and routinely encouraged alumni leaders to encourage their fellow classmates to give. We not only achieved about goal but exceeded it reaching 13.66% this year.</p>
<p>3. Identify and recruit 3-5 alumni leaders for possible board membership.</p>	<p>1.1 2.1 2.3 2.4 3.1 3.2 3.3 3.4 3.5</p>	<p>B D J O Q T U</p>	<p>Establish a Society of Alumni Presidents who will meet one time per year to discuss issues of importance to the Association. In addition, these members will have the opportunity to serve on the Board without taking up an active seat.</p> <p>Regularly review the involvement of former and future leaders. Review and change bylaws to include more positions for Board members – include any former presidents as members of the Board. This will enable these alumni to have a role in the future of the College.</p>	<p>Nominee slate for possible board membership - presented at annual meeting.</p>	<p>Add four new alumni to the leadership positions on the Alumni Board. Changes made last year within the bylaws will continue to allow us to add new leadership for the next three years. In addition, term limits adopted two years ago will enable continued opportunities for new alumni leadership. Bringing new alumni in with expand our circle of influence within the alumni body and, therefore, should continue to get more alumni involved in the life of the College.</p>

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<p>4. 95% of alumni events meet expectations for attendance and expected outcome/value.</p>	<p>1.1 2.1 2.3 2.4 3.1 3.2 3.3 3.4 3.5</p>	<p>B D J O Q T U</p>	<p>Work with the VC for Development and the Board to determine which events add value to alumni and to the College.</p> <p>All events have a specific purpose and are geared toward a specific message.</p> <p>Regularly evaluate events including fundraising and friendraising to determine value to our external constituents.</p>	<p>Post-event evaluation.</p>	<p>Worked to host good quality events such as Super Raffle, golf tournament, and Cavalier Alumni Celebrations, which are the three main alumni events. All events were reviewed and changes made to make them beneficial to alumni. Where appropriate, we had the Chancellor available to speak to alumni and friends. All events were fully "sold-out" events. In addition to raising good funds for the Alumni Association's operating budget, these events helped us to reach our goal of increasing the percentage of alumni giving.</p>
<p>5. 85% of alumni records are reviewed for accuracy and 5% are placed in affinity groups.</p>	<p>1.1 2.1 2.3 2.4 3.1 3.2 3.3 3.4 3.5</p>	<p>B D J O Q T U</p>	<p>Work with Harris Publishing to produce an up-to-date alumni directory including e-mail, phone, and work information, professional & personal info. In addition, office staff compiles reports on various affinity groups.</p> <p>Use affinity groups to plan occasions to invite these alumni back to campus. (Goal #4)</p>	<p>Harris Alumni Directory</p> <p>Affinity groups include Greek organizations, student organizations, and athletic teams.</p>	<p>Worked with Alumni Office staff (assistant and student worker) to compile research on several affinity groups for the database. More than 5,000 records were updated by the UVA system, database coordinator, and alumni office assistant this year. A better database will ultimately help us raise more funds for the College and get more alumni involved in the life of the College.</p>

Analysis and Documented Improvements Narrative

Outcome Goal #1: *Average of 6 contact with alumni per month.*

Based on your results, analyze and document the reasons the expected outcome was a) met, b) partially met, or c) not met. **Goal was met.**

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1. If outcome goal was b) partially met or c) not met, what further actions will you take to address this shortcoming?
2. What improvements have been made as a result of your efforts on this goal? **Better relationships with alumni, increased attendance at events, and increased alumni giving.**
3. Did your assessment suggest other areas for further improvement? **We know we need to continue to make personal contacts with alumni in order to engage alumni in the life of the College.**
4. Provide a one paragraph executive summary for the annual institutional effectiveness report: **Our primary goal in the Office of Alumni Relations is to serve as a liaison to alumni. We are making a more concerted effort to make personal contacts with more and more alumni each year – phone calls, personal visits, and e-mail. We are also working more closely with our colleagues in the Development Office to provide information for their contacts as well.**

Outcome Goal #2: *Alumni giving increased by 3%.*

Based on your results, analyze and document the reasons the expected outcome was a) met, b) partially met, or c) not met. **Goal was met.**

1. If outcome goal was b) partially met or c) not met, what further actions will you take to address this shortcoming?
2. What improvements have been made as a result of your efforts on this goal? **Increasing the percentage of alumni giving improves several aspects of the College. First and foremost, this is an indication that more and more alumni see the value in the education that they received here. Secondly, every student, faculty, and staff member benefits directly or indirectly by more and more gifts to the College.**
3. Did your assessment suggest other areas for further improvement? **Yes, we need to work diligently to retain donors from year to year. Retention will be the key to continuing to increase alumni giving.**
4. Provide a one paragraph executive summary for the annual institutional effectiveness report: **The Office of Development not only reached the goal of 13% alumni giving this year but exceeded it by reaching 13.66%! This is an amazing accomplishment. By achieving this goal we will positively impact the College's rankings in such surveys as the U.S. News & World Report.**

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Outcome Goal #3: *Identify and recruit 3-5 alumni leaders for possible board membership.*

Based on your results, analyze and document the reasons the expected outcome was a) met, b) partially met, or c) not met. **Goal was met.**

1. If outcome goal was b) partially met or c) not met, what further actions will you take to address this shortcoming?
2. What improvements have been made as a result of your efforts on this goal? **We have added four 'new' alumni members to the Alumni Board who have not served on the Board previously. These four new board members are from various geographical regions as well as representing a wide range of class years from the most recent class to 1984.**
3. Did your assessment suggest other areas for further improvement? **We want to continue to find ways to recruit interested alumni to serve in leadership roles, such as on the Alumni Board, Annual Fund Class Council, Foundation Board, and College Board.**
4. Provide a one paragraph executive summary for the annual institutional effectiveness report: **The Alumni Association is committed to attracting new leadership to the Board each year. They have made changes to their Bylaws in an effort to provide the positions necessary to bring new members to the Board. They have created a Society of Alumni Presidents, which will free up positions for the next two years, while maintaining the experience of the seasons Alumni Presidents. In addition, they have adopted term limited so that members may serve only two consecutive terms without sitting out at least one year.**

Outcome Goal #4: *95% of alumni events meet expectations for attendance and expected outcome/value.*

Based on your results, analyze and document the reasons the expected outcome was a) met, b) partially met, or c) not met. **Goal was met.**

1. If outcome goal was b) partially met or c) not met, what further actions will you take to address this shortcoming?

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2. What improvements have been made as a result of your efforts on this goal? **Good events and good fundraisers.**
3. Did your assessment suggest other areas for further improvement? **We know the events we are doing right now are good events and we need to continue to work to identify different affinity groups to get together.**
4. Provide a one paragraph executive summary for the annual institutional effectiveness report: **The Office of Alumni Relations and the Alumni Association worked collaboratively to promote and host fundraising and friendraising events to engage alumni in the life of their alma mater. We have been very successful and have seen an increase in the number of alumni attending events and financially supporting the College.**

Outcome Goal #5: 85% of alumni records are reviewed for accuracy and 5% are placed in affinity groups.

Based on your results, analyze and document the reasons the expected outcome was a) met, b) partially met, or c) not met. Goal was met.

1. If outcome goal was b) partially met or c) not met, what further actions will you take to address this shortcoming?
4. What improvements have been made as a result of your efforts on this goal? **We currently have good mailing addresses on 94.1% of the living alumni body. This is an exceptional percentage but we want to continue to add information on alumni such as professional information. Currently we have professional information on only about 50% of our alumni.**
5. Did your assessment suggest other areas for further improvement? **We are continuing to add affinity information to alumni records. For the past five to six years, we have been able to capture affinity information on seniors at the annual Senior Celebration, where we do a survey. We have also collected this information from yearbooks. Unfortunately, the College discontinued the publication of years with the last one published in 2002. This action will ultimately hurt our alumni relations events in the future when a yearbook won't exist for which to gather information for reunions, etc.**
4. Provide a one paragraph executive summary for the annual institutional effectiveness report: **A good strong database where good contact information on alumni can be found, is essential to the future advancement of the**

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College. The stronger the database becomes, the more successful we will be in our attempts to engage alumni in the life of the College. Although we are pleased with the current status of the database, much remains to be done.