

STRATEGIC PLANNING REPORTING DOCUMENT

EFFECTIVE: AUGUST 15, 2005 TO JULY 1 2006

University Advancement

GOAL #2: INCREASE THE STUDENT POPULATION BY 20 PERCENT THROUGH RECRUITING AND RETAINING HIGHLY MOTIVATED, DIVERSE STUDENTS, FACULTY, AND STAFF

ACTION ITEM	OFFICES/PERSONS ACCOUNTABLE	ACTION PLANS	OUTCOMES ASSESSMENT	RECOMMENDATIONS
Objective 2a: Create a more effective recruitment process				
2a3. Generate and offer new scholarships specifically designed to attract academically talented students.	Vice President for University Advancement	At the beginning of the Strategic Planning Process, the University set a goal of establishing 100 new scholarships; and increase the overall University Scholarship Program.	To date (June 2006) 95 new scholarships have been established. Also, over the last four years, the total dollars awarded in student scholarships has increased from: \$881,474 to \$915,768 to \$974,537 to \$1,000,227	Continue to increase overall University Scholarship Program and the number of students receiving scholarship assistance. Continue to establish new scholarships
Objective 2b: Improve marketing strategies and develop non-traditional and alternative markets				
2b2. Implement a marketing plan to raise statewide public awareness of the university.	Vice President for University Advancement	Create a television and radio ad campaign to run statewide under the theme "This is My Lander" featuring student spokespersons. Work with Admissions in developing new recruiting literature. Disseminate press releases statewide to media	Implemented television and radio ad campaign that ran statewide over various stations. Increased press releases statewide. Published new literature and materials for Admissions.	Continue to market the University statewide, using various media outlets promoting Lander's strengths, signature academic programs, successful alumni, and student achievements

GOAL #3: ENHANCE LINKS WITH CONSTITUENTS

ACTION ITEM	OFFICES/PERSONS ACCOUNTABLE	ACTION PLANS	OUTCOMES ASSESSMENT	RECOMMENDATIONS
Objective 3b: Increase involvement of parents, alumni, community members and organizations with Lander				
<p>3b3. Increase participation of alumni in Lander activities, including increased participation in student recruitment and providing financial support</p>	<p>Vice President for University Advancement</p>	<p>Establish a new Greenwood Co. alumni club. Establish Young Alumni Council. Work on establishing alumni area chapters in Atlanta, Charlotte, Columbia, and upstate SC. Encourage all alumni to use "fee waiver" program in helping recruit Lander students.</p>	<p>New Tower Club was established in Greenwood with over 100 members who meet on a regular basis, have had socials and clean-up work days on campus, and will have a fundraiser in August to support student scholarships. Emails are sent to alumni monthly updating them on campus activities and news. Alumni have recommended over 500 students over the last 4 years, with 51% actually enrolling at Lander. Over the last five years, alumni giving has increased from 8% to 11.5% with several alumni establishing endowed scholarships.</p>	<p>Continue to nurture the new Tower Club. The members are very enthusiastic and want to participate at a high level. Continue to encourage alumni to establish new area chapters. Continue to update alumni through emails and mailings, encouraging them to help with recruiting and to support their alma mater financially, especially through the scholarship program.</p>
Objective 3d: Improve student-community linkages				
<p>3d2. Increase the number of student-centered news releases, particularly those items sent to students' hometown news media</p>	<p>Vice President for University Advancement</p>	<p>Use the Lander Web site, students' hometown media, as well as television and radio venues to publicize student achievements. Solicit faculty and staff for information regarding student success stories</p>	<p>Developed student-centered profiles for homepage to be posted when university implements new Web design. Information collected from faculty and staff was developed into articles that were sent to students' area/hometown media in addition to regular lists of academic achievements such as dean's list, etc. Television and radio ad campaign was implemented statewide featuring student spokesmen under "This is My Lander" theme.</p>	<p>Continue sending student achievement stories to hometown media. Work with Office of Financial Aid and University Advancement in getting more pictures of scholarship recipients with department faculty such as is done with Business and Nursing students and faculty.</p>