|  |  |
| --- | --- |
| **Unit/Program Name** | Alumni Office |
| **Office of Primary Responsibility** | Office of Alumni Affairs - University Advancement |
| **Assessment Coordinator** | Myra Greene |
| **Submission Date of this Report** | May 18, 2017 |

1. **Unit/Program Goal**: Alumni will be actively involved with their Alma Mater

|  |  |
| --- | --- |
| **Strategic Goal Supported** |  |
| **Indicator of Success/ Student Learning Outcome****AND****Summary of Data** | Indicator/Learning Outcome | Fall 2012 | Fall 2013 | Fall 2014 | Fall 2015 | Fall 2016 |
|  | **1.** | Percentage of enrolled Freshmen who used alumni referral application fee waiver cards in the application for admission process (Note: Fee waivers cards were phased out starting in 2015)  |  56.8 | 33.9 | 21.7 | NA | NA |
|  | **2.** | Number of Prospective students using alumni referral appllication fee waiver cards (Note: Fee waiver cards were phased out starting in 2015) | 323 | 1274 | 942 | NA | NA |
|  | **3.** | Number of accepted students attending Accepted Student Socials throughout the state hosted by Alumni Affairs and alumni clubs in partnership with Admissions and Student Enrollment. (Note: New data tracking for number of accepted studnets attending who actually enroll at Lander to be implemented in 2017) |       |       |       | 87 | 61 |
|  | **4.** |       |       |       |       |       |       |
|  | **5.** |       |       |       |       |       |       |
|  | **6.** |       |       |       |       |       |       |
| **Assessment Instrument(s) and Frequency of Assessment** | Instrument | Frequency |
|  | **1.** | Admissions Office Data Collection | Annually |
|  | **2.** | Admissions Office Data Collection | Annually |
|  | **3.** | Admissions Office Data Collection | Annually |
|  | **4.** |       |       |
|  | **5.** |       |       |
|  | **6.** |       |       |
| **Expected Outcome** | Met(3) | Partially Met(2) | Not Met(1) |
|  | **1.** | Fall Semester: 40% or more enrolled | Fall Semester: 30% enrolled | Fall Semester: Less than 20%  |
|  | **2.** | 135 or more prospective studnets apply using the Alumni Fee Waiver card | 120-134 prospective students apply using the Alumni Fee Waiver card | Less than 120 prospective students apply using the Alumni Fee Waiver card |
|  | **3.** | 60-75 Accepted students attend the Alumni Co-sponsored Student/Alumni Reception | 45-59 Accepted students attend the Alumni Co-sponsored Student/Alumni Reception  | Less than 44 Accepted students attend the Alumni Co-sponsored Student/Alumni Reception |
|  | **4.** |       |       |       |
|  | **5.** |       |       |       |
|  | **6.** |       |       |       |
| **Review of Results and Actions Taken** | **1.** | The Alumni Fee Waiver initiative to encourage students to apply to Lander was a success during its tenure until data was no longer collected in 2015 and phased out in 2016. Targets for this unit based on trends in the data collected. In 2016 Lander University no longer charged an application fee making the iniitative obsolete. A new initiative for alumni to support enrollment began in 2015 (#3) |
|  | **2.** |  The number of students enrolled who chose to use the Alumni Fee Waiver card remained viable until 2015.Targets for this unit based on trends in the data collected. In 2015 the data was not collected in anticipation of a change in policy and in 2016 the application fee process was discontinued. A new initiative for alumni to support enrollment began in 2015 (#3). |
|  | **3.** | In order to improve alumni involvement, The Alumni Affairs office initiated a partnership with area Alumni Tower Clubs and University Enrollment to host receptions for accepted students and their parents in strategic areas where a high percentage of students accepted to Lander lived. Targets for this unit based on trends in the data collected. The purpose of the receptions was to build relationships between alumni and the accepted students/parents which would encourage students to enroll at Lander. Accepted students were also introduced to the benefits of joining the Student Alumni Association at these meetings and received one on one interaction with our alumni from the areas. The number for 2016 is lower than 2015 due to one less accepted students reception than the year before. New outcome initiative starting in 2017 will be to access newly collected Univeristy Enrollment data to determine how many students attending the accepted student receptions enroll at Lander. This data was not previously collected and cooul dnot be reported in this report.  |
|  | **4.** |       |
|  | **5.** |       |
|  | **6.** |       |
|  | **Sum** |       |
| **Outcomes** | Indicator of Success Evaluation | Indicator of Success Score |
|  | **1.** |  |  |
|  | **2.** |  |  |
|  | **3.** |  |  |
|  | **4.** |  |  |
|  | **5.** |  |  |
|  | **6.** |  |  |
| **Additional Resources Required to Achieve or Sustain Results** | $5,000.00For the new initiative for Accepted Student Receptions more funds are needed for data collection, marketing and to offset rising costs to host such events. These additional resources would optomize the response of alumni to attend these events as well as the overall experience for the accepted students and their parents who are potential alumni and donors. |

1. **Unit/Program Goal**: Alumni and current students will actively contribute financially to the University

|  |  |
| --- | --- |
| **Strategic Goal Supported** |  |
| **Indicator of Success/ Student Learning Outcome****AND****Summary of Data** | Indicator/Learning Outcome | 2011-12 | 2012-13 | 2013-14 | 2014-15 | 2015-16 |
| **1.** | Percentage of Alumni who contribute financially to Lander University with cash and in-kind gifts | 7.5% | 9.0% | 11% | 9.0% | 8.0% |
| **2.** | Percentage of enrolled students who joined the Student Alumni Association | 6.2% | 6.2% | 9.2% | 9.0% | 11% |
| **3.** |       |       |       |       |       |       |
| **4.** |       |       |       |       |       |       |
| **5.** |       |       |       |       |       |       |
| **6.** |       |       |       |       |       |       |
| **Assessment Instrument(s) and Frequency of Assessment** | Instrument | Frequency |
| **1.** | University Advancement Office Data Collection | Annually |
| **2.** | University Advancement Office Data Collection | Annually |
| **3.** |       |       |
| **4.** |       |       |
| **5.** |       |       |
| **6.** |       |       |
| **Expected Outcome** | Met(3) | Partially Met(2) | Not Met(1) |
| **1.** | 7% or more of Alumni contribute | Between 5% and 6.9% of Alumni Contribute | Less than 5% of the Alumni Contribute |
| **2.** | 2011-2013 6% or more of enrolled students join Student Alumni AssociationNew Target set for 2014-2016 9% or more of enrolled students join the Student Alumni Association | 2011-2013 4%-5.9% of enrolled students join the Student Alumni AssociationNew target set for 2014-20166%-8.9% of enrolled students join the Student Alumni Association | 2011-2013Less than 4% of enrolled students join the Student Alumni AssociationNew target set for 2014-2016Less than 6% of enrolled students join the Student Alumni Association |
| **3.** |       |       |       |
| **4.** |       |       |       |
| **5.** |       |       |       |
| **6.** |       |       |       |
| **Review of Results and Actions Taken** | **1.** | Targets were set based on trends in data. The fluctuation of Alumni giving percentages is attributed to the rise and fall of the economy as a whole during the years documented. Data was also difficult to access with an antiquated and inefficient data management system. In 2016 University Advancement Department was understaffed serving with no Vice President and Executive assistant which added an overload of duties to the existing staff. For overall improvement new intiatives in 2017 include: a new data management system to provide more acess to alumni contact information and updated data as well as tracking the contributions and prospect management. A new Vice President was hired. A new Director of Annual Giving will be added to the staff which will allow the Alumni Director to focus on alumni relations. The Executive Assistant position will be filled and additional staffing is underway to increase the efficiency of the Department.  |
| **2.** | The improvement gained in participation and programming for the Student Alumni Association prompted a change in the targets beginning in 2014. The success of the program and continued increase in participation is a direct result of the efforts ot the Alumni Affairs staff through recruitment letters to incoming Freshman parents and returning students, membership drives at student fairs, increase in the number of semester engagement activites, increase of partnering local business for membership perks, increase in the number of textbook scholarships awarded annually (5 in 2013-14 increased to 10 in 2015-2016) and increase in social media contact. New intiative in 2016 was to add SAA to the University Club system which allowed participation in Homecoming activities.  |
| **3.** |       |
| **4.** |       |
| **5.** |       |
| **6.** |       |
| **Sum** |       |
| **Outcomes** | Indicator of Success Evaluation | Indicator of Success Score |
| **1.** |  |  |
| **2.** |  |  |
| **3.** |  |  |
| **4.** |  |  |
| **5.** |  |  |
| **6.** |  |  |
| **Additional Resources Required to Achieve or Sustain Results** | $0.00Additional resources will need to be added to the overall budget for University Advancement to meet the needs for data management and additional staffing and well as training for existing and future staff. |

1. **Unit/Program Goal**: Alumni will be actively engage with their alma mater

|  |  |
| --- | --- |
| **Strategic Goal Supported** |  |
| **Indicator of Success/ Student Learning Outcome****AND****Summary of Data** | Indicator/Learning Outcome | 2011-12 | 2012-13 | 2013-14 | 2014-15 | 2015-16 |
| **1.** | Number of Alumni Attending Tower Club Lander on the Road sponsored events | 160 | 154 | 217 | 200 | 198 |
| **2.** | Number of Alumni attending Alumni Association Homecoming Events (data collection began in 2013-14)  | NA | NA | 192 | 205 | 215 |
| **3.** | Number of Alumni attending Alumni Association sponsored Alumni Reunion Day (2011-14) and Alumni Week events (2014-16) | 132 | 100 | 124 | 302 | 399 |
| **4.** | Number of Alumni attending Lander on the Road events not sponsored by a Tower Club | 31 | 47 | 58 | 47 | 42 |
| **5.** |       |       |       |       |       |       |
| **6.** |       |       |       |       |       |       |
| **Assessment Instrument(s) and Frequency of Assessment** | Instrument | Frequency |
| **1.** | Event Registration Forms | At time of event |
| **2.** | Event Registration Forms | At time of event |
| **3.** | Event Registration Forms  | At time of event |
| **4.** | Event Registration Forms | At time of event |
| **5.** |       |       |
| **6.** |       |       |
| **Expected Outcome** | Met(3) | Partially Met(2) | Not Met(1) |
| **1.** | 150-200 Alumni Attending Tower Club Lander on the Road sponsored events | 100-149 Alumni Attending Tower Club Lander on the Road sponsored events | Less than 100 Alumni Attending Tower Club Lander on the Road sponsored events |
| **2.** | 150-200 Alumni attending Alumni Association Homecoming Events (data collection began in 2013-14)  | 100-149 Alumni attending Alumni Association Homecoming Events (data collection began in 2013-14)  | Less than 100 Alumni attending Alumni Association Homecoming Events (data collection began in 2013-14)  |
| **3.** | 90-120 Alumni attending Alumni Association sponsored Alumni Reunion Day (2011-14) 250-400 Alumni attendingAlumni Week events (2014-16) | 70-89 Alumni attending Alumni Association sponsored Alumni Reunion Day (2011-14) 200-149 Alumni attendingAlumni Week events (2014-16) | Less than 70 Alumni attending Alumni Association sponsored Alumni Reunion Day (2011-14)Less than 149 Alumni attending Alumni Week events (2014-16) |
| **4.** | 30 + Alumni attending LOR events not sponsored by a Tower Club | 20-29 Alumni attending LOR events not sponsored by a Tower Club | Less than 20 alumni attending LOR events not sponsored by a Tower Club |
| **5.** |       |       |       |
| **6.** |       |       |       |
| **Review of Results and Actions Taken** | **1.** | Targets were based on historical data. Lander Alumni Tower Clubs operate in 4 areas in South Carolina and host a variety of Lander on the Road events. Each of these clubs support a scholarship for a student from their area of the state. Participation is expected to increase with the new data management system is in place which will allow for updated and additional contact information for alumni. Also the hire of an Annual Giving director will allow the Alumni Director to focus more on Alumni engagement and development of the existing clubs. |
| **2.** | Targets were based on historical data. Alumni Homecoming events data was not collected until 2013-14. In order to improve alumni engagement, The Homecoming activities for alumni has increased from 2 events to 4 over the course of Homecoming Weekend however attendance data was not monitored until 2013-14. The new data management system will improve registration tracking efficiency for all events and will produce more accurate data for future planning purposes  |
| **3.** | Targets were based on historical data. To improve Alumni engagement, the traditional Alumni Day Reunion and Awards luncheon was augmented into a week-long series of alumni events starting in 2014. The additional events include a world-wide Lander Unite social media day, The Senior Picnic (not included in attendance totals) held two weeks before graduation to honor incoming alumni and encouraging engagement/donors, Lander Alumni Appreciation Day which coincides with a sporting event, Alumni Lander staff/faculty appreciation gathering, and a 50 year class reunion dinner.  |
| **4.** | Targets were based on historical data. Lander on the Road events are strategically planned each year for areas where actively engaged alumni live outside of areas covered by existing Alumni Tower Clubs. Events are also planned in areas where a staff member is attending a conference to maximize the benefits of the conference. These areas vary from year to year but are consistent in two areas (Grand Strand, SC and Charlotte, NC) where participation is consistent and alumni in those areas have chosen to fundraise and support a scholarship named for their area which is awarded to a student from that area. In 2013 the Alumni Director was injured during a car accident while returning from a Lander on the Road event. This injury unfortunately happened when an increase in participation had begun during 2013-2014 and a slight decline occurred the following two years due to the fact that the AD's ability to travel long distances had been compromised. Upon retirement of the Alumni Director in June 2017 and subsequent hiring of a new Alumni Director, able to travel without physical restrictions, along with a new data management and alumni contact update system in place improvement is expected in the number of alumni reached through events not sponsored by an area Tower Clubs.  |
| **5.** |       |
| **6.** |       |
| **Sum** |       |
| **Outcomes** | Indicator of Success Evaluation | Indicator of Success Score |
| **1.** |  |  |
| **2.** |  |  |
| **3.** |  |  |
| **4.** |  |  |
| **5.** |  |  |
| **6.** |  |  |
| **Additional Resources Required to Achieve or Sustain Results** | $1,500.00the Alumni Association Travel Budget must increase to enhance outreach for events not sponosred by ALumni Tower Clubs especially outside of the state of SC. |

1. **Unit/Program Goal**:

|  |  |
| --- | --- |
| **Strategic Goal Supported** |  |
| **Indicator of Success/ Student Learning Outcome****AND****Summary of Data** | Indicator/Learning Outcome |       |       |       |       |       |
| **1.** |       |       |       |       |       |       |
| **2.** |       |       |       |       |       |       |
| **3.** |       |       |       |       |       |       |
| **4.** |       |       |       |       |       |       |
| **5.** |       |       |       |       |       |       |
| **6.** |       |       |       |       |       |       |
| **Assessment Instrument(s) and Frequency of Assessment** | Instrument | Frequency |
| **1.** |       |       |
| **2.** |       |       |
| **3.** |       |       |
| **4.** |       |       |
| **5.** |       |       |
| **6.** |       |       |
| **Expected Outcome** | Met(3) | Partially Met(2) | Not Met(1) |
| **1.** |       |       |       |
| **2.** |       |       |       |
| **3.** |       |       |       |
| **4.** |       |       |       |
| **5.** |       |       |       |
| **6.** |       |       |       |
| **Review of Results and Actions Taken** | **1.** |       |
| **2.** |       |
| **3.** |       |
| **4.** |       |
| **5.** |       |
| **6.** |       |
| **Sum** |       |
| **Outcomes** | Indicator of Success Evaluation | Indicator of Success Score |
| **1.** |  |  |
| **2.** |  |  |
| **3.** |  |  |
| **4.** |  |  |
| **5.** |  |  |
| **6.** |  |  |
| **Additional Resources Required to Achieve or Sustain Results** | $0.00Explanation |

1. **Unit/Program Goal**:

|  |  |
| --- | --- |
| **Strategic Goal Supported** |  |
| **Indicator of Success/ Student Learning Outcome****AND****Summary of Data** | Indicator/Learning Outcome |       |       |       |       |       |
| **1.** |       |       |       |       |       |       |
| **2.** |       |       |       |       |       |       |
| **3.** |       |       |       |       |       |       |
| **4.** |       |       |       |       |       |       |
| **5.** |       |       |       |       |       |       |
| **6.** |       |       |       |       |       |       |
| **Assessment Instrument(s) and Frequency of Assessment** | Instrument | Frequency |
| **1.** |       |       |
| **2.** |       |       |
| **3.** |       |       |
| **4.** |       |       |
| **5.** |       |       |
| **6.** |       |       |
| **Expected Outcome** | Met(3) | Partially Met(2) | Not Met(1) |
| **1.** |       |       |       |
| **2.** |       |       |       |
| **3.** |       |       |       |
| **4.** |       |       |       |
| **5.** |       |       |       |
| **6.** |       |       |       |
| **Review of Results and Actions Taken** | **1.** |       |
| **2.** |       |
| **3.** |       |
| **4.** |       |
| **5.** |       |
| **6.** |       |
| **Sum** |       |
| **Outcomes** | Indicator of Success Evaluation | Indicator of Success Score |
| **1.** |  |  |
| **2.** |  |  |
| **3.** |  |  |
| **4.** |  |  |
| **5.** |  |  |
| **6.** |  |  |
| **Additional Resources Required to Achieve or Sustain Results** | $0.00Explanation |

1. **Unit/Program Goal**:

|  |  |
| --- | --- |
| **Strategic Goal Supported** |  |
| **Indicator of Success/ Student Learning Outcome****AND****Summary of Data** | Indicator/Learning Outcome |       |       |       |       |       |
| **1.** |       |       |       |       |       |       |
| **2.** |       |       |       |       |       |       |
| **3.** |       |       |       |       |       |       |
| **4.** |       |       |       |       |       |       |
| **5.** |       |       |       |       |       |       |
| **6.** |       |       |       |       |       |       |
| **Assessment Instrument(s) and Frequency of Assessment** | Instrument | Frequency |
| **1.** |       |       |
| **2.** |       |       |
| **3.** |       |       |
| **4.** |       |       |
| **5.** |       |       |
| **6.** |       |       |
| **Expected Outcome** | Met(3) | Partially Met(2) | Not Met(1) |
| **1.** |       |       |       |
| **2.** |       |       |       |
| **3.** |       |       |       |
| **4.** |       |       |       |
| **5.** |       |       |       |
| **6.** |       |       |       |
| **Review of Results and Actions Taken** | **1.** |       |
| **2.** |       |
| **3.** |       |
| **4.** |       |
| **5.** |       |
| **6.** |       |
| **Sum** |       |
| **Outcomes** | Indicator of Success Evaluation | Indicator of Success Score |
| **1.** |  |  |
| **2.** |  |  |
| **3.** |  |  |
| **4.** |  |  |
| **5.** |  |  |
| **6.** |  |  |
| **Additional Resources Required to Achieve or Sustain Results** | $0.00Explanation |

1. **Unit/Program Summary**

|  |  |  |  |
| --- | --- | --- | --- |
| **Unit/Program Goal** | **Strategic Goal Supported** | **Unit/Program Goal Outcome** | **Additional Resources Required to Achieve or Sustain Results** |
|  |  | **Score** | **Evaluation****Met: 3.00 – 2.01****Partially Met: 2.00 – 1.01****Not Met: 1.00 – 0.01****Not Evaluated: 0.00** |  |
| 1. Alumni will be actively involved with their Alma Mater
 |  | 3.00 |  | $0.00 |
| 1. Alumni and current students will actively contribute financially to the University
 |  | 3.00 |  | $5,000.00 |
| 1. Alumni will be actively engage with their alma mater
 |  | 3.00 |  | 1500.00 |
| 1.
 |  | 0.00 |  | $0.00 |
| 1.
 |  | 0.00 |  | $0.00 |
| 1.
 |  | 0.00 |  | $0.00 |
| **UNIT/PROGRAM TOTALS** | **0.00** |  | **$0.00** |
| **Unit/Program Summary (including evidence of improvements made to the program curriculum based on assessment):**       |