

Assessment : 2006 - 2007 : Administrative Support :

Alumni Relations

2 Goals

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GOAL: Alumni Membership

Objective

Alumni Clubs

Increase the number of regional alumni clubs associated with the alumni association.
Associated Goals: Alumni Membership, Alumni Support

Indicator

Increase Attendance At Events And Meetings
Utilize meetings and events report noted on monthly Performance Measures Report.

Criteria

Increase Attendance/Participation
Increase contact and stewardship in regions with concentrations of significant alumni populations

Finding

Increased attendance for meetings and events
Increased attendance for meetings and events.

Indicator

Increase Membership 
Utilize Monthly Performance Measure Reports.

Criteria

Increase Membership
Increase Membership by mass mailing 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.

Finding

Increase Annual Membership
Increased Annual Membership in 2006-2007 from the prior year.

Indicator

Increase Regional Alumni Clubs
Signed club petition and vote of approval by the Alumni Association Board of Directors (refer to board minutes).

Criteria

Regional Alumni Clubs
Increase contact and stewardship in regions with concentrations of significant alumni populations

Finding

Club Aquisition
Two clubs were acquired during 2006-2007.

Indicator

Increase Regional Alumni Events
Increase the number of alumni events hosted annually.

Criteria

Increase Regional Alumni Events
Increase contact and stewardship in regions with concentrations of significant alumni populations.

Finding

Increase Regional Alumni Events
Regional alumni events increased from the prior year.

Indicator

Increase Sponsorships And Event Revenue
Utilize Sponsor and Event Revenue spreadsheets.

Criteria

Increase Revenues
Increase revenues through sponsorships and event dues by increasing contact and stewardship in regions with concentrations of significant alumni populations.

Finding

Increased Sponsorship Revenue
Sponsorship revenue was increased for fiscal year 2007 from the prior fiscal year.

Actions for Objective:

Action

Continue to develop regional clubs

This goal will remain constant for 2007-2008 fiscal year.

GOAL: Alumni Membership

Objective

Financial Support

Increase financial support of the alumni association by increasing Life Endowed Memberships, annual memberships and sponsorships.

Associated Goals: Alumni Membership, Alumni Support

Indicator

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Actions for Objective:

Action

Continue to increase sponsorship and event revenue

This goal will remain constant for 2007-2008 fiscal year.

GOAL: Alumni Membership

Objective

Meetings And Attendance

Increase the number of meetings and events, as well as attendance at events.

Associated Goals: Alumni Membership, Alumni Support

Indicator

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Actions for Objective:

Action

Continue to increase event and meeting attendance

This goal will remain constant for 2007-2008 fiscal year.

GOAL: Alumni Membership

Objective

Membership Base

Increase active membership (Annual and Life Members) in the alumni association.

Associated Goals: Alumni Membership, Alumni Support

Indicator

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Actions for Objective:

Action

Increase Membership Base

This goal will remain constant for 2007-2008 fiscal year.

GOAL: Alumni Membership

Objective

Regional Alumni Events

Host annual alumni events in various regions around Texas with significant concentrations of alumni.

Associated Goals: Alumni Membership, Alumni Support

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Expand alumni events

This goal will remain constant for 2007-2008 fiscal year.

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Objective

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