

DELTA STATE UNIVERSITY: NON-ACADEMIC ANNUAL REPORT
Academic Year 2005-06

I. Unit Title: Delta State University Alumni Office and Delta State University Foundation, Inc.

Unit Administrator: D. Keith Fulcher, Executive Director

II. Educational Program Learning Outcome Assessment Plan

These are Learner Outcomes identified for the **current** year. Contents of the table should be very brief. Footnotes may be included for items needing explanation or documentation. Not all units have direct student impact. Those that do should have clear learner outcomes developed. Those with no student contact may indicate that this section is not applicable.

<p>Learning Outcome <i>What should a graduate in this major know, value, or be able to do at graduation and beyond?</i></p>	<p>Data Collection and Analysis <i>What assessment tools and/or methods will you use to determine achievement of the learning outcome? Describe how the data from these tools and/or methods will be collected. Explain the procedure to analyze the data.</i></p>	<p>Results of Evaluation <i>What were the findings of the analysis? List any specific recommendations.</i></p>	<p>Use of Evaluation Results <i>What changes in curriculum, courses, or procedures were made as a result of the program learning outcome assessment process?</i></p>
N/A	N/A	N/A	N/A

III. Division/Department Goals for the Current Year

A. Goal # 1. Increase the number of privately funded scholarships and award amounts.

1. Institutional Goal which was supported by this goal: Strategic Plan Goal #2

2. Evaluation Procedure(s):

On June 30, 2007 the Alumni-Foundation Office reviewed the number of new scholarship funds set up on the Banner system since June 30, 2006 and compared the dollar amount of scholarship reimbursements for FY06 and FY07.

3. Actual Results of Evaluation:

The Alumni-Foundation increased the number of privately funded scholarships available to students by 10 (297 students received a privately funded scholarship) and increased the dollar amount available from \$282,000 in 2005-06 to \$292,000 in 2006-07.

4. Use of Evaluation Results:

The Alumni-Foundation Office CFO is meeting regularly with representatives from the University's Admissions Office and Accounting Office to create a system for managing the privately funded scholarships to ensure that all scholarships are awarded in a timely fashion. The Alumni-Foundation Office goal is to provide the Admissions Office with information on available scholarships in a timeframe that allows for the most effective use of the funds during the peak recruiting season.

B. Goal # 2 Align the programming and budget goals of the Alumni-Foundation with the Strategic Goals of the University.

1. Institutional Goal which was supported by this goal: Strategic Plan Goals 4 and 5

2. Evaluation Procedure(s):

The Alumni Association and Foundation Office hired a national consultant, John Taylor with Advancement Solutions, to review its mission, goals, objectives, and office operations. Taylor visited once in the fall and once in the spring for a total of seven days of on-site consultation. The consultant offered recommendations on how the Association and Foundation can best serve the University. The consultant interviewed key alumni leaders, university personnel, and office staff. Additionally, the

Foundation underwent a three-year long process of a self-study, which resulted in the analyzing all Foundation policies, processes and procedures. The self-study of the Foundation was conducted in collaboration with representatives from the Alumni Association, the University, and Foundation Board of Directors. The Foundation conducted a mini-retreat in November 2006 to update its Strategic Plan that is aligned with University goals. .

3. Actual Results of Evaluation:

Recommendations for the Alumni Association were presented in 2006 to the Alumni Director. The report stated that the Association overall is functioning at a high level based on the number of employees and amount of programming offered to alumni and programming and events that support the goals of the University. The report offered recommendations to the Association on ways to better manage its dues based membership program, especially in tracking annual and life members. And also recommended the hiring of additional staff to support the Alumni Association. The Foundation's Strategic Planning session continued the goals set in 2005 of making asset allocation changes in the investment policy, updating job descriptions for all director level positions, making better use of the Banner computer system to automate procedures that are being done manually, and improving the accounting operations of the Alumni-Foundation.

4. Use of Evaluation Results:

As a result of the Foundation's Strategic Plan a new investment strategy has been employed and new money manager hired that has led to the endowment growing to \$17 million, the highest in the history of the Foundation. Also, job descriptions have been written for all director level positions, the second-ever formal evaluation process was implemented for the executive director position, the gift acknowledgement, pledge reminder, and bank reconciliation processes were automated, and financial reporting has been enhanced to acceptable accounting standards. The Alumni Association has increased its visibility among alumni and friends by hosting thirty Alumni events throughout the nation. A new chapter chartered in DeSoto County (Miss.) in 2005 continues to be one of the largest alumni gatherings of the year. The Association continues to produce two issues of the Alumni magazine that is mailed to 21,000 alumni, donors, parents, and friends. The magazine is produced in collaboration with the University Relations Office and articles featured include academic programs, student, faculty, and staff accomplishments, and other topics that promote the goals of the University. The Association celebrated one year in February 2006 of producing a monthly e-newsletter that is sent to 9,000 alumni, parents, friends, and donors. The e-newsletter is also produced in collaboration with the University Relations Office who is responsible for the "highlight" section of the newsletter and regularly features University accomplishments that promote the University's strategic plan goals.

IV. Data and information for department:

V. Personnel:

Noteworthy activities and accomplishments:

Missy Pearce, Director of Annual Giving, organized the calling of 14,000 alumni and friends resulting in \$195,000 in gifts and pledges, which is an increase from \$158,000 in the previous year. Pearce has also instituted use of the Banner systems “gift society” module, which will enable the Foundation to better recognize donors for their gifts by including them in named annual giving levels.

Vicki Fioranelli, Director of Alumni Affairs, initiated the Alumni Association’s first-ever e-newsletter, *e-Statesman*, which is sent out monthly to 9,300 alumni and friends. Thirty three alumni events were held throughout the nation, including chapter meetings in Nashville, Baton Rouge, Destin, and Memphis.

Ann Giger, Administrative Assistant to the Executive Director, attended a second training on “prospect research” techniques sponsored by the Association of Professional Researchers for Advancement conference in Orlando in August 2006.

Dameon Shaw, Assistant Director of Annual Giving, attended the SCT Summit (national convention) in Las Vegas, which provides information on the use of the Alumni-Foundation’s Banner computer software.

VI. Division/Department Goals for Coming Year

A. Goal # 1

Collaborate with the University on a communications plan that markets the University and enhances its academic image.

1. Institutional Goal(s) supported by this goal: Strategic Plan Goal #4

2. Expected Results:

The expected result is that a marketing plan for the University will be created to address issues such as enhancing the academic image of the University, promoting the academic reputation of the faculty, and attracting and retaining high caliber students. The Foundation's unrestricted budget will help support the University's expenses associated with developing a marketing plan.

3. Evaluation Procedure(s):

The goal will be evaluated in terms of number of new students, retention of current students and faculty, and the overall perception as judged by surveys that alumni and friends have of the University. The Alumni-Foundation in collaboration with Institutional Research will conduct an alumni survey. The University used \$30,000 of its \$200,000 unrestricted grant to conduct a marketing study. Results of the study will be used to develop a strategic marketing plan for the University.

4. Use of Evaluation Results:

The results will be used to help determine how to best market the University using resources available to the Alumni-Foundation such as the alumni magazine, e-newsletter, and alumni events.

B. Goal # 2

The Alumni-Foundation will initiate a comprehensive fund raising effort designed to meet the greatest needs of the University.

1. Institutional Goal(s) supported by this goal: Strategic Plan Goals #1, 2, 3, 4, and 5

2. Expected Results:

The expected result is that a comprehensive campaign will raise funds needed to meet the goals outlined in the University's Strategic Plan. A campaign will raise private funds to support academic programs, additional scholarships, faculty/staff salaries, athletics, performing arts, and many other areas of the University.

3. Evaluation Procedure(s):

A fund raising goal will be set in consultation with a national fund raising company. Evaluation of success will be based on number of dollars raised and number of donors. Success will be judged on number of new donors to the University and number of donors who contribute in consecutive years. A feasibility study will be conducted in months of September-December 2007 to test campaign featured objectives and monetary goals.

4. Use of Evaluation Results:

Results of the campaign will be used to plan for subsequent campaign efforts and will assist in determining areas of the University that donors are most attracted to supporting. It will also provide opportunity to market areas of the University that are in need of financial support from private gifts, but may be less familiar with donors.