

## **University Advancement, alumni**

### **Advancement Administrative Unit Assessment FY 19 (July 2018-July 2019)**

#### **Department and Assessment Report Information**

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For which department or area are you reporting?	University Advancement, alumni
What is the name and MGA email address of the person responsible for this report?	Ken Fincher ken.fincher@mga.edu

#### **Departmental Mission and Goals**

The mission and goals of the department should be consistent over a 5 year period, although some institutional changes may necessitate and prompt a change in mission or goals for specific departments. In this section, you will report the mission statement for your department as well as the long term goals (5 year range) for the department.

<b>What is the mission statement for this department/area? Your mission should explain why the department/area exists and who it serves.</b>	Middle Georgia State University Foundation, Inc., is the philanthropic foundation that raises and manages private dollars in support of Middle Georgia State University's mission and goals. The alumni association is a vital component in the furtherance of the MGA Foundation mission. The alumni association exists to maintain a close relationship with MGA alumni so as to maximize their experience as a member of the MGA family.
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<b>What are the goals for this department? These should be the "big things" the department/area intends to accomplish within 5 years.</b>	Increase alumni financial support to MGA; increase alumni participation at MGA alumni events; maintain a strong alumni association board; support the MGA Foundation in its mission and purpose.
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## **Objectives**

Each year, every department should identify objectives the department hopes to accomplish in the next year. These should align with departmental goals and the MGA strategic plan. In the next section you will be reporting on the objectives you set and whether or not you achieved them in FY19. Later in the document you will report on objectives you hope to accomplish in the coming fiscal year, FY20.

### **Objective 1**

<b>Objective 1: What was this department's first objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.</b>	Increase alumni financial support by 2%
<b>Objective 1: How did your department measure this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)</b>	Number of alumni donors
<b>Objective 1: What was your target outcome for this objective? (i.e. 80% participation, 5% enrollment growth, 7% change in engagement)</b>	2% increase in alumni giving
<b>Objective 1: At what level did the department/area achieve on this objective? (This should be a number, i.e. 82%, 6%, 345 attendees, 75% engagement)</b>	+/- 2% (this is ongoing due our fiscal year being the calendar year)
<b>Objective 1: Did your department meet this objective?</b>	The department did not meet this objective.
<b>Objective 1: What did your department learn from working toward this objective? What changes will you make based on this effort next year?</b>	Increase alumni communications; increase alumni opportunities to support their specific field of study, i.e. to support the department within which they graduated

**Objective 2**

<b>Objective 2: What was this department's second objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.</b>	Increase alumni participation in MGA events
<b>Objective 2: How did your department measure this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)</b>	Number of Participants
<b>Objective 2: What was your target outcome for this objective? (i.e. 80% participation, 5% enrollment growth, 7% change in engagement)</b>	5%.
<b>Objective 2: At what level did the department/area achieve on this objective? (This should be a number, i.e. 82%, 6%, 345 attendees, 75% engagement)</b>	+/- 5% participation (ongoing, but trending upward)
<b>Objective 2: Did your department meet this objective?</b>	The department did not meet this objective.
<b>Objective 2: What did your department learn from working toward this objective? What changes will you make based on this effort next year?</b>	Increase alumni opportunities to be on campus, conduct numerous regionally based events, involve athletics in alumni events

**Objective 3**

<b>Objective 3: What was this department's third objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.</b>	Maintain a functioning and effective alumni board
<b>Objective 3: How did your department measure this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)</b>	Participation, outcomes on programs, i.e giving programs and meeting attendance
<b>Objective 3: What was your target outcome for this objective? (i.e. 80% participation, 5% enrollment growth, 7% change in engagement)</b>	90% involvement by AA board members
<b>Objective 3: At what level did the department/area achieve on this objective? (This should be a number, i.e. 82%, 6%, 345 attendees, 75% engagement)</b>	100% of this objective met
<b>Objective 3: Did your department meet this objective?</b>	The department met this objective.
<b>Objective 3: What did your department learn from working toward this objective? What changes will you make based on this effort next year?</b>	Maintain a log of potential AA board members, keep young alumni involved in programs and work to maintain affinity programs for MGA.

**Objective 4**

<b>Objective 4: What was this department's fourth objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.</b>	Support the MGA Foundation Mission and Purpose
<b>Objective 4: How did your department measure this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)</b>	Giving, participation, and involvement.
<b>Objective 4: What was your target outcome for this objective? (i.e. 80% participation, 5% enrollment growth, 7% change in engagement)</b>	2 new alumni programs
<b>Objective 4: At what level did the department/area achieve on this objective? (This should be a number, i.e. 82%, 6%, 345 attendees, 75% engagement)</b>	100%.
<b>Objective 4: Did your department meet this objective?</b>	The department met this objective.
<b>Objective 4: What did your department learn from working toward this objective? What changes will you make based on this effort next year?</b>	Utilize best practices from other like universities.

## Future Plans

<p><b>Please identify at least four measurable objectives for the next fiscal year. In listing the objectives, please use the format shown in these examples.1) The Department of X will improve services levels by 5% as measured by our satisfaction survey. 2) The department to X will provide training in ABC for at least 73 MGA faculty and staff.</b></p>	<p>1). Increase alumni giving by 2% 2). Increase alumni participation in MGA related events by 2% 3). Maintain a fully functioning volunteer led alumni association 4). Support the MGA Foundation by providing at least 1 new alumni affinity program 5). Conduct no less than 4 communication pieces to MGA alumni</p>
<p><b>Based on this assessment, please share your thoughts on the current status and future direction of this department or area.</b></p>	<p>The alumni office is growing in it's ability to conduct events, connect with donors, and maintain a growing affinity for MGA.</p>

Form run:

Tuesday, January 14, 2020