

# Annual Goals for Alumni Relations

2010-2011

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<b>Title:</b>	Fundraising
<b>Description:</b>	(A) Cultivate and develop a knowledgeable NAA Board with all of the fundraising opportunities of the entire Advancement Division. (B) Establish three new UNA/NAA chapter endowments. (C) Increase alumni giving percentage by 10% per year. (D) Seek corporate alumni connections/matching funds. (E) Conduct 75 donor visits
<b>Budget:</b>	0.00
<b>University Goals:</b>	1,4,5
<b>Strategic Goals:</b>	
<b>Responsibility:</b>	Alumni Director
<b>Participation:</b>	Alumni Association
<b>Results:</b>	(A) The Inaugural Alumni Leadership Summit was held in April and involved more than 65 national alumni and local club officers from around the country. Leaders from all walks of life came back to share best practices and to help plan, budget and contribute ideas to help build better, more active and productive alumni clubs to support the mission of the University. (B) Montgomery (SE Alabama), Greater Birmingham, Decatur/Morgan County, Huntsville/Madison County, and Scottsboro have established scholarships (Huntsville has reached endowment level). The presidents of those clubs sent (through our office) solicitation letters for these scholarships in July. (C) Alumni giving percentages are 8.08 percent for addressable alumni and non-graduating alumni (9-10 4.58%) (D) Recognize that alumni corporate involvement helps our mission/received corporate sponsorships for Leadership Summit (E) Ongoing
<b>Actions:</b>	Relationship building and club growth has increased giving percentages substantially and numbers of alumni who are becoming involved with events and financial support.
<b>Improvements:</b>	

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<b>Title:</b>	Club Development
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**Description:** (A) Cultivate and develop a knowledgeable Alumni Association Board. (B) Work with Associate Provost for International Programming to develop International Alumni Club. (C) Develop five new Club sites (Geographical and Departmental)

**Budget:** 0.00

**University Goals:** 1,4,5

**Strategic Goals:**

**Responsibility:** Alumni Director

**Participation:** Alumni Association

**Results:** (A) The Inaugural Alumni Leadership Summit was held in April and involved more than 65 alumni and local club officers from around the country. Leaders from all walks of life came back to share best practices and to help plan, budget and contribute ideas to help build better, more active and productive alumni clubs to support the mission of the University. (B) In addition to formal clubs being established the China Alumni Club hosted a reception for 26 UNA current students and faculty members. (C) Social Work, Nursing, Geography, Kilby School, ROTC and other affinity groups formed in the name of club development engaging alumni for scholarship solicitation, training, continuing education and meetings.

**Actions:** Renamed Alumni Clubs to include all alumni and friends and present a user friendly and trendy moniker.

**Improvements:**

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**Title:** Club Participation

**Description:** (A) Host 20 state and regional alumni club meetings. (B) Expand at least 4 new alumni-sponsored events. (C) Expand alumni events at homecoming (D) Offer diversified activities for participation and recognition of alumni. (E) Initiate the "OnLion" web community and encourage local clubs to build Facebook pages to communicate in a timely manner

**Budget:** 0.00

**University Goals:** 1,4,5

**Strategic Goals:**

**Responsibility:** Alumni Director

**Participation:** Alumni Association

**Results:** (A) Ongoing (B) More than 200 ROTC alumni returned to campus to participate in the traditional Veterans Day Program in the Memorial Amphitheatre. A luncheon was hosted to offer a venue for reconnecting and remembering. In addition, a scholarship appeal was sent to the alumni to raise money for the ROTC department. To date, an increase of more than \$8,000 has been added this year to the ROTC Scholarship fund. Will strive to engage the alumni next November in a campaign that will help to increase the scholarship/Football reunions for player/alumni from '50s, '60s, '70s. Engaged in relationship building and reconnecting to alma mater/Increased alumni events for groups such as nursing, Kilby alumni, social work, Striplin/Florence Hall alumni (D) Ongoing (E) Six local clubs have initiated Facebook pages for sharing information and alumni are added to OnLion Community daily.

**Actions:** Each local and departmental club is taking the lead in planning activities and filling out electronic forms (officers, long and short term planning and budget) while engaging alumni in their areas. This effort gives responsibility to locals and increases percentages and donations to UNA.

**Improvements:**

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**Title:** Affinity Programs

**Description:** Explore and implement new UNA/NAA affinity programs.

**Budget:** 0.00

**University Goals:** 1,4,5

**Strategic Goals:**

**Responsibility:** Alumni Director

**Participation:** Alumni Association

**Results:** Developed an insurance program (Liberty Mutual) soliciting alumni and new graduates for various policies to offer services and receive guaranteed payment to association.

**Actions:** We are offering services not available before and receive a dividend.

**Improvements:**