

# Annual Goals for Alumni Relations

2011-2012

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<b>Goal 1:</b>	Affinity Programs
<b>Description:</b>	Explore and implement new UNA/NAA affinity programs.
<b>Budget:</b>	0
<b>University Goals Supported:</b>	1,4,5
<b>Strategic Goals Supported:</b>	440
<b>Responsibility:</b>	Alumni Director
<b>Participation:</b>	UNA Alumni President
<b>Results:</b>	established new programs
<b>Actions/Improvements:</b>	(A) added alumni travel program provide by outside vendor to add to alumni involvement and increase revenue / in process of determining success of program (B) continue with alumni insurance program and alumni credit card program / receive monthly income from each affinity program to enhance operation cost of alumni

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<b>Goal 2:</b>	Club Participation
<b>Description:</b>	(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
<b>Budget:</b>	0
<b>University Goals Supported:</b>	1,4,5
<b>Strategic Goals Supported:</b>	441
<b>Responsibility:</b>	Director of Alumni Relations

**Participation:** President and board of UNA Alumni Association

**Results:** Assesments are events planned, executed and documented.

**Actions/Improvements:** A)Local Club Events: Decatur , Mobile/Baldwin, Colbert County, Lauderdale/Colbert, Scottsboro, Birmingham, Montgomery, Tuscaloosa, Athens, Huntsville, Russellville; Tupelo, Cleveland, Jackson Mississippi; Orlando, Jacksonville Florida; Atlanta and Carrollton Georgia; Dallas Texas, Washington DC; Nashville, Lawrenceburg Tennessee B): Hosted the ladies from the 50's & 60's Women luncheons, Social Work Alumni Club lunch Football Season Tent/PaviLION Parties@ all home games Away games (Legion Field, West Georgia, Delta State, West Alabama) (Southeast Baseball games with Alumni Birmingham, Montgomery C): Homecoming Festivities Reunions on the lawn: Decades, Nursing, Social Work, Pride of Dixie Band Jack Karnes Golf Tournament Homecoming Parade Alumni Awards Banquet Higher Education Partnership Banquet and Conference Alabama Music Educators Association, Montgomery (Reception and alumni reunion) (D): Added Alumni featured concert to Homecoming activities: The Civil Wars with John Paul White, UNA Magazine feature stories including front cover by alumni Michael "Nick" Nichols and accompanying story, suggested alumni Marcus Maples as UNA convocations speaker (E): Face books administrator of following sites: UNA Alumni Association Athens/Limestone County Club Colbert County Club Decatur-Morgan County Club Florence-Lauderdale Club Florida (North East) Club Florida (Central) Club Greater Atlanta Club Greater Birmingham Area Club Greater D.C. Area Club Huntsville-Madison County Club Mobile Area Club Nashville Area Club Northeast Mississippi Club Russellville/Franklin County Club Southeast Alabama Club Social Work Club Striplin/Florence Hall Alumni

**Goal 3:** Club Development

**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

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

**Strategic Goals Supported:** 441

**Responsibility:** Director of Alumni Relations  
**Participation:** President and board of UNA Alumni Association  
**Results:** (A) Train and reinforce responsibilities of volunteer board for goal of supporting the mission of the university: Alumni Leadership Summit (B) NA (C) fact finding reports sent to local clubs to document  
**Actions/Improvements:** (A) Hosted second annual summit with eight UNA speakers prioritizing UNA goals (approximately 60 volunteer attendees) (B) NA (C) Local clubs taking responsibility of forging leadership at the local level with volunteers, events, fundraising, and other ways to support UNA.

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**Goal 4:** Fundraising  
**Description:** (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  
**Budget:** 0  
**University Goals Supported:** 1,4,5  
**Strategic Goals Supported:** 440,441  
**Responsibility:** Director of Alumni Relations  
**Participation:** UNA Alumni Association and board  
**Results:** (A) Train board on giving opportunities and means in which to participate and encourage others to do so (B) Encourage club system to establish guidelines and set-up endowments (C) Raisers Edge database management system evaluations (D) Encourage corporate partners to participate in events (E) Travel to all clubs and to alumni donors to encourage giving / action reports and documenting in RE database  
**Actions/Improvements:** (A) During Summit/introduced all fundraising personal to volunteer board and encouraged and trained solicitors within the alumni club system of volunteers Increased UNA alumni executive board to 100% giving level (B) fully funded endowment in Huntsville/Madison County; solicited alumni in Greater Birmingham

and also in Greater Montgomery to increase principal amount to scholarship (C) alumni giving % decreased for 2011-2012 (D) patron level gifting in The Civil Wars Concert increased giving by 35% for each gift thus increasing profit. (E) reporting inaccurate in action reports (details to follow)