MEMORANDUM

TO:          Institutional Effectiveness Council
FROM:        TyAnne S. Stone – Director of Alumni Relations
DATE:        January 25, 2013
RE:          Executive Summary of Planning and Assessment Documents and Priorities
             for Alumni Relations

Accomplishments 2011-2012
- Hired a full time Assistant Director in February 2012
- Hired two part time assistants (one in 2011 and other in 2012)
- IA purchased new computer for assistants to use
- Held successful alumni meetings and events (over 30 events)
- Participated with the Higher Education Partnership in STARS conference, Alumni Leaders Banquet/Silent Auction and Higher Education Rally Day
- Hosted Alumni Connect at Graduation to encourage new graduates participation
- Hosted a successful Homecoming Alumni Party
- Hosted a successful National Alumni Association meeting
- Hosted bus trips to football games (2 – one GSC playoff game)
- Sponsored Academic for Excellence Golf Tournaments and proceeds were given to all academic programs
- Awarded scholarships and processed payments for over 75 students
- Held a scholarship reception for those students
- Processed data clean-up for alumni data base (Address finder – People Finder – Email finder – Deceased record finder)
- Attended Professional Conference (Council for Advancement and Support of Education)
- Attended numerous online training seminars for using our data base software
- Launched a new alumni website (Online directory available for NAA members)
- Increased our presence on social networking sites
- Continued the LEAD (Livingston Early Alumni Development) program
- Developed a brochure for the National Alumni Association
- Instituted membership categories for the NAA and use membership module software to track membership
- Also purchased Event Module to use with our database software to help manage our events online
- Hosted events with the local Chamber of Commerce for community involvement

Items Needing Action (Listed in Order of Priority
- Purchase Alumni House – $150,000 (an alumni house is essential to the further development of the Alumni Relations Program – funds for purchase, renovation and additional furniture).
- Salary increase for full time staff - $6,000 (Process evaluation for Assistant Director and Director)

- Increase marketing budget - $20,000 (each year we order items to give to alumni and friends at alumni events such as meetings and Homecoming. Requests are also received in our office from different departments and outside agencies (OIE, Educational Outreach, COE, COB, and International Program just to name a few).

- Continue to evaluate the need of the Alumni Relations Office - $22,600 (Update of computers, software and hiring of additional part time personnel as needed to meet the increasing demands of the Alumni Office).

**Total Cost: $198,600**