Mission / Purpose
The University of West Alabama Alumni Relations Office develops relationships and establishes lifelong connections between the University of West Alabama and its alumni and friends, leading to increased support for the Institution's mission and goals. Successful relations are the result of the strategic and deliberate cultivation of alumni as leaders, volunteers, advocates, and donors for the University of West Alabama.

I. Goals and Outcomes/Objectives, with Any Related Measures, Targets, Findings, and Action Plans

A. Goal: Address the educational, social, and cultural needs of the overall student body.
   Address the educational, social, and cultural needs of the overall student body.

1. Objective: Increase awareness of and support for UWA
   Increase the level of awareness where chapters are located and established. This will also result in an increase of support for UWA and increase the number of scholarships available for students.

a. Measure: Increase the number of active chartered alumni chapters
   The Alumni Relations Office will increase the number of active chartered alumni chapters.

1. Achievement Target:
   Re-establish and grow inactive alumni chapters. Meet with executive council members of six inactive chapters to redefine their purpose and goals.

   This year, the office held three events for previously inactive chapters. The Greater Montgomery Chapter, Mobile County Chapter, and Greater Birmingham Area all held successful, well attended events. The office will continue to work with our other three chapters to assist in redefining their purpose goals. Overall, the Alumni Affairs office has doubled alumni participation in the past year. We continue to see record attendance at events.

3. Action Plan:
   The Director will continue to explore establishing chapters in new areas.
   The Director will continue to explore establishing chapters in new areas. The Director will continue to seek out alumni who wish to take on a leadership role in their area.
   Established in Cycle: 2016-2017
   Implementation Status: Planned
   Priority: High
   Implementation Description: The Director will continue to seek out alumni who wish to take on a leadership role in their area.
   Projected Completion Date: 01/30/2018
   Responsible Person/Group: Director of Alumni Affairs and National Alumni Association
   Additional Resources Requested: N/A
   Implementation Notes:
11/10/2017 The director will continue to seek out alumni who are looking to take on a leadership role in their area. This will assist in maintaining chartered chapters and starting new chapters.

b. Measure: Develop networking opportunities for current students
Alumni Relations will develop networking opportunities for current students.

1. Achievement Target:
Expand current student ambassador program to help foster relationships between alumni and students. By attending alumni events and meeting influential alumni in their field of study, students will have the opportunity to network. Establish an alumni mentoring program through the College-to-Career initiative.

2. Findings (2016-2017) - Target: Met
The Alumni Affairs office worked diligently last year to revitalize the Livingston Early Alumni Development program (LEAD). The office held a membership drive in September 2016 and to date have over 30 dues paying members. LEAD students are responsible for hosting two fundraising events a year. In return, the office offers these students opportunities to meet prominent alumni, attend resume building events, and work alongside our staff in planning events and contacting alumni. Currently, the organization is open only to junior and senior students with a 2.75 or higher GPA. They planned and executed their first fundraiser in April (the Muddy Tiger 5k) and raised over $2,500 for the Thomas P. Hester Scholarship. The organization hosted two guest speakers this semester. Members met with ITAC Solutions, a job placement service out of Birmingham, and a Region's Financial Consultant.

2. Objective: Continue to improve Office of Alumni Relations
The Office of Alumni Relations will continue to look for creative and innovative ways to improve efficiency and effectiveness of the office.

a. Measure: Reorganize Chapter Scholarship Programs
Reorganize chapter scholarship programs to provide additional scholarships for prospective students from areas with active chapters.

1. Achievement Target:
Host chapter events and assist in covering expenses to provide additional funding for scholarships. By covering expenses for events, all donations will be used to create new scholarships and/or increase funds available for current scholarships.

2. Findings (2016-2017) - Target: Met
The office continued to support active chapters with expenses associated with events. However, we have also developed a strategic fundraising option to directly benefit our scholarship funding. This year, the office unveiled the 1835 Club, which allows alumni to give monthly to a fund of their choice. If they do not select a fund, the donation goes to the general scholarship fund. In addition to the 1835 Club, the director of alumni affairs will also explore gift possibilities from successful alumni.

B. Goal: Foster growth across all areas of campus.
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3. Action Plan:
The Director will continue to explore establishing chapters in new areas. The Director will continue to seek out alumni who wish to take on a leadership role in their area.

Established in Cycle: 2016-2017
Implementation Status: Planned
Priority: High
Implementation Description: The Director will continue to seek out alumni who wish to take on a leadership role in their area.
Projected Completion Date: 01/30/2018
Responsible Person/Group: Director of Alumni Affairs and National Alumni Association

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II. Other Plans for Improvement

A. Host selected reunions
Host selected reunions for special interest groups. Include current UWA students to help foster relationships with successful alumni.
Established in Cycle: 2010-2011
Implementation Status: In-Progress
Priority: High
Implementation Description: Identify special interest groups for reunions. Identify current UWA students who may be interested in participating.
Responsible Person/Group: Danielle Buckalew
Budget Amount Requested: $1,500.00 (recurring)
Implementation Notes: 11/10/2017 The Alumni Office hosted several reunions on campus this year. We had several athletic reunions with the 1971 Football Team, the UWA Softball team, the Stroud-Johns Football teams, and the Athletic Trainers. We will continue to explore reunion ideas to grow awareness of the office and UWA.

B. Additional Alumni Chapters
Identify areas that have a high concentration of UWA alumni and schedule a meeting to explore the implementation, or revitalization, of an alumni chapter. Target special interest groups (Athletic Training/Nursing) that may be interested in helping establish chapters or host reunions. Work with the Office of Admissions to include prospective students in these events.
Established in Cycle: 2011-2012
Implementation Status: In-Progress
Priority: High
Implementation Description: Process queries from database to determine areas that have high UWA population. Also identify interest groups. Plan organizational meeting to reconnect with alumni in these areas.
Projected Completion Date: 06/29/2013
Responsible Person/Group: Danielle Buckalew
Implementation Notes:
11/10/2017 Alumni Relations will continue to identify areas with interest in forming an alumni chapter.

C. Increase participation in existing chapters
   After various meetings with alumni in the area, Alumni Relations has decided to focus more efforts on the revitalization of current, established alumni chapters. The addition of any new chapters would be satisfactory, but increasing participation in existing chapters seems most beneficial at this time. Alumni Relations would also like to begin the process of establishing an active Student Alumni Association. Building awareness on campus would benefit current UWA students, and also help increase young alumni participation.

   **Established in Cycle:** 2012-2013  
   **Implementation Status:** In-Progress  
   **Priority:** High  
   **Implementation Description:** Work with alumni throughout Alabama, East Mississippi, and West Florida to revitalize chapter participation  
   **Implementation Notes:** 11/10/2017 All alumni chapter events had record attendance this past year. Office will continue to communicate upcoming events in a timely fashion, in particular sending out Save the Dates and reminders. We will also allow for online registration and payment options for attending events.

D. Continue to work with Tuscaloosa County chapter
   Director will continue to reach out to the Tuscaloosa County chapter members on planning an interest meeting. There have been difficulties in establishing leadership in this chapter. Director will try to recruit new officers for this chapter.

   **Established in Cycle:** 2015-2016  
   **Implementation Status:** In-Progress  
   **Priority:** High  
   **Implementation Description:** Contacting previous chapter members and new young alumni.  
   **Responsible Person/Group:** Director  
   **Implementation Notes:** 11/10/2017 The Alumni Office will continue to explore the possibility of hosting an event for this chapter. The director has identified three graduates who are interested in reorganizing this chapter.

E. Enhance Student Alumni Program
   Request for more funding for the student alumni program. In order to better engage students, the LEAD program should offer some incentive to become more involved in the alumni office. Director would like to select 15-20 students to serve as ambassadors for the office. These students would accompany the office to alumni events and serve as envoys for guests on the UWA campus. They would assist the office with daily activities (serving as extended office staff members) - a weekly time requirement would be fulfilled. They can complete their office hours by serving at events and/or completing hours in the office. In exchange for their work, these students would receive a $100 a month scholarship - totaling $500 per semester - $1,000 per academic year.

   **Established in Cycle:** 2015-2016  
   **Implementation Status:** Planned  
   **Priority:** High  
   **Implementation Description:** Setup an interview process for the students who are currently receiving alumni scholarships. Choose the top students from the interview process that best represent the different facets of student life. Create a contract between them and alumni office. Students would serve one academic year and must go through interview process to be considered for the upcoming year.  
   **Responsible Person/Group:** Director of Alumni Relations
Additional Resources Requested:  Space, office equipment  
Budget Amount Requested:  $20,000.00 (recurring)  
Implementation Notes:  
11/10/2017  The Alumni Office has been using LEAD (Livingston Early Alumni Development) to assist with the forming of a student alumni group.

F. The Director will continue to explore establishing chapters in new areas. The Director will continue to seek out alumni who wish to take on a leadership role in their area.  
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Established in Cycle:  2016-2017  
Implementation Status:  Planned  
Priority:  High  
Implementation Description:  The Director will continue to seek out alumni who wish to take on a leadership role in their area.  
Projected Completion Date:  01/30/2018  
Responsible Person/Group:  Director of Alumni Affairs and National Alumni Association  
Additional Resources Requested:  N/A  
Implementation Notes:  11/10/2017  The director will continue to seek out alumni who are looking to take on a leadership role in their area. This will assist in maintaining chartered chapters and starting new chapters.

III. Analysis Questions and Analysis Answers

A. What specific strengths did your assessments show? (Strengths)  
The Office of Alumni Relations, and UWA as a whole, has a lot of support from alumni and friends. By thinking outside of the box, choosing new event locations, and incorporating new ideas, the office has had record participation at events. By revamping the current/active alumni chapters, the office has been able to grow interest and participation in the local chapters and the university.

B. What specific weaknesses or challenges did your assessments show? (Weaknesses)  
Although the office did not meet the target goal of establishing events for all six chapters, the office was pleased with the attendance of the three chapters that did host events this year. The office will continue to meet and work with all chapters for growth.

C. What plans were implemented?  
Measure 1: This year, the office held three events for previously inactive chapters. The Greater Montgomery Chapter, Mobile County Chapter, and Greater Birmingham Area all held successful, well attended events. The office will continue to work with the other three chapters to assist in redefining their purpose goals. Overall, the Alumni Affairs office has doubled alumni participation in the past year. The office continues to see record attendance at events. Measure 2: The Alumni Affairs office worked diligently last year to revitalize the Livingston Early Alumni Development program (LEAD). The office held a membership drive in September 2016 and to date have over 30 dues paying members. LEAD students are responsible for hosting two fundraising events a year. In return, the office offers these students opportunities to meet prominent alumni, attend resume building events, and work alongside UWA alumni staff in planning events and contacting alumni. Currently, the organization is open only to junior and senior students with a 2.75 or higher GPA. They planned and executed their first fundraiser in April (the Muddy Tiger 5k) and raised over $2,500 for the Thomas P. Hester Scholarship. The organization hosted two guest speakers this semester. Members met with ITAC Solutions, a job placement service out of Birmingham, and a Region’s Financial Consultant. Measure 3: The office continued to support active
chapters with expenses associated with events. However, the office has also developed a strategic fundraising option to directly benefit the scholarship funding. This year, the office unveiled the 1835 Club, which allows alumni to give monthly to a fund of their choice. If they do not select a fund, the donation goes to the general scholarship fund. In addition to the 1835 Club, the director of alumni affairs will also explore gift possibilities from successful alumni.

D. What plans were not implemented?
   Measure 1: The office was unable to convert all six inactive chapters to active status.

E. How will assessment results be used for continuous improvement?
   Assessment results will assist our department in gauging priorities and focusing on issues that need to be improved. These results will allow us to see what is working and what is not.

IV. Annual Report Section Responses

A. Key Achievements
   July 2016
   - 14th Parent Social (hosted with Admissions)
   - 16th NAA Meeting (Tentative)
   - 23rd Coca-Cola Night Golf Tournament
   August
   - 1st STARS Conference HEP
   - 29th Birmingham Planning Meeting
   September
   - 1st Montgomery Planning Meeting
   - 8th Homecoming Committee Meeting
   - 24th UNA Tailgate
   - 26th Baldwin County Planning Meeting
   - 28th Choctaw County Planning Meeting
   October 2016
   - 29th LEAD Meeting
   - 8th Homecoming
   - 14th Meeting with IMC for Beer Tasting Fundraiser
   - 16th Planning Meeting Mobile County
   - 17th Planning Meeting Tuscaloosa County
   - 21st Bring on the Brews Fundraiser
   - 29th West Florida Tailgate
- November
  o 10th Birmingham Alumni Event (Good People Brewery)
- December
  o 1st HEP Luncheon in Montgomery
- February
  o 16th Liza Howard Chapter Meeting
  o 23rd Higher Education Partnership Alumni Dinner
  o 24th Mardi Gras Event (Mobile/Baldwin County)
- March
  o 10th Skeet Shoot Fundraiser for UWA Soccer
  o 11th Stroud-Johns Football Reunion
  o 23rd Spring Game Crawfish Boil
- April
  o 22nd Muddy Tiger Fundraiser (LEAD)
  o 22nd Soccer Alumni Game Fundraiser
- May
  o 3rd Choctaw County Crawfish Boil
  o 26th Mobile BayBears Baseball (Mobile/Baldwin County)
- June
  o 8th Parent Social (hosted with Admissions)
- July
  o 8th Montgomery Biscuits
  o 13th Parent Social (hosted with Admissions)
  o 22nd Academic Excellence Night Golf Tournament
  o 27th NAA Meeting
- August
  o 5th Wilcox County Scholarship Reception
  o 24th Sumter County Social
- September
  o 7th Jefferson County Alumni Tailgate
§ UWA vs. Samford University
- October
  o 27th Homecoming Alumni Party
  o 28th NAA Awards, Parade, College lunches

§ UWA vs. West Florida
- November
  o 14th UWA Giving Day
## Goals
Goals are broad statements describing what the unit wants to accomplish. Goals relate to both the unit's mission and the University's mission. The goal(s) is stated as the University goal(s) a unit is attempting to meet.

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## Outcomes/Objectives
Outcomes and objectives are statements that describe in some detail what the unit plans to accomplish. Outcomes/objectives are associated with all applicable goals, strategic plans, standards, and institutional priorities.

Objective are active-verb descriptions of specific points or tasks the unit will accomplish or reach. Outcomes are active-verb descriptions of a desired end result related to student learning and the unit’s mission.

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## Measures
Measures are statements to judge success in achieving the stated outcome or objective. Measures contain information on the type of evidence and assessment tool that a unit will use to verify if stated outcome/objective has been met.

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## Achievement Targets
Achievement targets are the thresholds that the measures must meet for the unit to determine that it has been successful in meeting its specified outcomes/objectives. Achievement targets are measurable statements.

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<tr>
<td><strong>Findings</strong></td>
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<td>Findings are indications whether an outcome/objective was met or not. Findings are put into the system under each achievement target. Findings include an interpretation of results, possible uses of results, reflection on problems encountered, indicated improvements/changes and strengths or weakness.</td>
<td>NO ______</td>
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| **Action Plans** | YES      | _       |
| Action plans are detailed plans created by the unit to meet an outcome/objective that was only partially met or not met or to make improvement to those outcomes/objectives that were met but still need some strengthening. The plan includes a projected completion date, implementation description, responsible person(s)/group, resources required, and budget amount (if applicable). | NO ______ |         |
| Action plans created in previous cycles have been updated with implementation notes. | YES ______ |         |

| **Annual Report** | YES      | _       |
| The Annual Report section contains information on key achievements, faculty and/or staff achievements, and community/public. | NO ______ |         |

| **Analysis Report** | YES      | _       |
| The unit has reflected on and created narratives for each of the following areas: specific strengths and progress made on outcomes/objectives, specific weaknesses or challenges, plans that were and were not implemented, and how assessment results will be used for continuous improvement. | NO ______ |         |

Approved by: [Signature]

Date: 2-7-2018

Received by OIE: [Signature]

Date: 2/17/18