Alumni Relations

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 Other Outcomes/Objectives, with Related Measures, Targets, Findings, and Action Plans

A. Goal: Address the major educational issues of the region
Address the major educational, social, cultural, and economic issues of the region and in doing so promote a positive image of the institution and the area.

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:
The Alumni Relations Office will add two additional alumni chapters.

2. Findings (2011-2012) - Target: Not Met
Alumni Relations was not able to add two additional alumni chapters during this time period due to time constraints.

3. Action Plans (by Established cycle, then alpha):
Additional Alumni Chapters
Identify areas that have a high concentration of UWA alumni and send out inquiries to determine interest in the area of starting an alumni chapter. Also, identity special interest groups that may not be from the same geographical area, but have similar interests and goals (athletic training group) and reflect a positive influence on the University.
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. Send out surveys or questionnaires. Plan organizational meeting if enough people show interest.
b. Measure: Develop an alumni travel program
The Alumni Relations Office will develop an alumni travel program.

1. Achievement Target:
The staff of the Alumni Relations Office will attend travel conference or webinar and introduce travel program through Alumni magazine and website.

2. Findings (2011-2012) - Target: Not Met
Travel conference or webinar has not been attended. Travel Program has not been introduced through the Alumni magazine or website. Alumni Relations has had a few bus trips to football games. The Assistant Director has inquired about a cruise, but we have not finalized any plans.

3. Action Plans:
Develop Travel Program.
Alumni Relations would like to develop a travel program sponsored by the Alumni Office. Currently there are a few bus trips available for football games, but would like to develop a better program for our alumni.
Established in Cycle: 2011-2012
Implementation Status: In-Progress
Priority: Medium
Implementation Description: Develop more bus trips. Continue to check on cruise. Send out surveys to alumni to determine places people want to visit.
Projected Completion Date: 07/31/2013
Responsible Person/Group: TyAnne Stone, Elizabeth Brooker, Traudy Trawick

B. Goal: Improve the University’s financial status
Improve its financial status by increasing its efforts at productivity and by seeking additional funding from public and private sources.

1. Objective: Host selected reunions
The Alumni Relations Office will host selected reunions.

   a. Measure: Increase connections with alumni
   Alumni and supporters will feel a stronger bond with the University and funds will be raised for university projects and students scholarships

      1. Achievement Target:
The number of reunions/chapter meetings will increase. The Alumni Office would like to see tremendous growth, but will be happy with an additional two chapters with two additional meetings and one additional reunion.
2. Findings (2011-2012) - Target: Not Met
The Alumni Office has not added any additional chapters this year, but have one ready to be chartered at the next National Alumni Association meeting 7/14/12. This should increase participation in that category and in turn increase connections with alumni. There is a reunion planned also for all the children that attended the Laboratory School from 1922-1970. This provides the Alumni Office with another reunion group that we have not had before.

3. Action Plan:
   Host reunions
   Host selected reunions
   Established in Cycle: 2011-2012
   Implementation Status: In-Progress
   Priority: High
   Implementation Description: Determine which groups should have reunions
   Responsible Person/Group: TyAnne Stone
   Additional Resources Requested: Alumni listings

2. Objective: Add staff member
Currently, there are two part time workers in the Alumni Office. As of Oct. 1, there should be funds allocated for one of the workers to become full time.

   a. Measure: Increase staff to improve communications
   Additional staff will enable Alumni office to improve the database, redesign/update web site and continue work on the online directory. Review of the database, online directory and web site will provide evidence of this measure.

1. Target:
   The improvement of communication methods will result in more involvement from alumni and more donations for UWA. One way to accomplish this is to add an additional staff member. If people are informed and involved, they participate more.

2. Findings (2011-2012) - Target: Met
The Alumni Office has a new part-time staff member that was hired in October 2011.

II. Other Plans for Improvement
   A. Hire full time staff.
      Hire part time student assistant in January 2012 for full time staff.
      Established in Cycle: 2010-2011
      Implementation Status: Finished
      Priority: High
      Implementation Description: Student worker must graduate and then hired as full time.
      Projected Completion Date: 12/31/2011
Responsible Person/Group: TyAnne Stone  
Additional Resources Requested: New Computer is needed and Salary.  
Budget Amount Requested: $30,000.00 (recurring)

B. Set up short day trips.  
The Office of Alumni Affairs recently had a meeting with an experienced planner to develop a plan for alumni trips (beginning with short trips and then progressing to longer trips).  
Established in Cycle: 2010-2011  
Implementation Status: In-Progress  
Priority: Medium  
Implementation Description: Hire full time staff Continue meetings with this person to develop a program  
Responsible Person/Group: TyAnne Stone  
Additional Resources Requested: Salary for the full time staff  
Budget Amount Requested: $30,000.00 (recurring)

C. Additional Alumni Chapters  
Alumni Relations will identify areas that have a high concentration of UWA alumni and send out inquiries to determine interest in the area of starting an alumni chapter. Also, Alumni Relations will identify special interest groups that may not be from the same geographical area, but have similar interests and goals (Athletic training group) and reflect a positive influence on the University.  
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. Send out surveys or questionnaires. Plan organizational meeting if enough people.  
Projected Completion Date: 07/01/2013  
Responsible Person/Group: TyAnne Stone, Elizabeth Brooker

D. Develop Travel Program.  
Alumni Relations would like to develop a travel program sponsored by the Alumni Office. Currently, there are a few bus trips available for football games, but would like to develop better program for alumni.  
Established in Cycle: 2011-2012  
Implementation Status: In-Progress  
Priority: Medium  
Implementation Description: Develop more bus trips. Continue to check on cruise. Send out surveys to alumni to determine places people want to visit.  
Projected Completion Date: 07/31/2013  
Responsible Person/Group: TyAnne Stone, Elizabeth Brooker, Traudy Trawick

E. Improve communication  
Improve communication methods  
Established in Cycle: 2011-2012  
Implementation Status: In-Progress  
Priority: High  
Implementation Description: Do frequent emails to alumni. Send Facebook
messages. Office accessible to public and alumni - visible to public. Send personal notes on special days.

**Responsible Person/Group:** TyAnne Stone Elizabeth Brooker

**F. Increase awareness**
- Increase awareness of and support for UWA
- **Established in Cycle:** 2011-2012
- **Implementation Status:** In-Progress
- **Priority:** High
- **Implementation Description:** Establish alumni chapters and hold yearly meetings.
- **Responsible Person/Group:** TyAnne Stone Elizabeth Brooker

**G. Increase chapter**
- Increase the number of active chartered alumni chapters
- **Established in Cycle:** 2011-2012
- **Implementation Status:** In-Progress
- **Priority:** High
- **Implementation Description:** Conduct a study to determine areas where alumni are centrally located and establish chapters
- **Responsible Person/Group:** TyAnne Stone Caroline Poole - Graduate Assistant

**H. Increase connections**
- Increase connections with alumni
- **Established in Cycle:** 2011-2012
- **Implementation Status:** In-Progress
- **Priority:** High
- **Implementation Description:** Develop telephone program to contact alums for alumni meetings. Have tailgate parties at football games. Plan statewide chapter meetings.
- **Responsible Person/Group:** TyAnne Stone (Director), Elizabeth Brooker (Assistant Director), Traudy Trawick (Assistant)

**I. Purchase Alumni House**
- An Alumni House is essential to the further development of the Alumni Relations Program.
- **Established in Cycle:** 2011-2012
- **Implementation Status:** Planned
- **Priority:** High
- **Implementation Description:** Work with realtor to locate house. Request funding and purchase Alumni Relations’ house.
- **Responsible Person/Group:** UWA Board of Trustees
- **Additional Resources Requested:** Funds for purchase - Funds for renovation - Funds for additional Furniture
- **Budget Amount Requested:** $250,000.00 (recurring)

**III. Analysis Questions and Analysis Answers**

**A. What specific strengths did your assessments show? (Strengths)**
- Alumni Relations has seen a strong loyalty base among most UWA alumni.
- There is a sense of pride for the University. Most people want to be involved if
they are aware of what is needed. People like to be recognized for their efforts and contributions to society and the University.

B. What specific weaknesses or challenges did your assessments show? (Weaknesses)
Challenges presented usually dealt with not enough manpower or resources to do the job. Also, motivating people is difficult if there are not incentives provided for that person.

C. What plans were implemented?
- Bus trips have been planned and executed.
- Assistant Director working on cruise.
- Reunion for Laboratory school children planned for September 2012.
- One additional chapter will be chartered July 14, 2012.
- Assistant director was hired (February 2012).
- Part time assistant was hired (October 2011).

D. What plans were not implemented?
- Travel program was not completely established.
- Two additional chapters were not established.
- Alumni House was not purchased.

E. How will assessment results be used for continuous improvement?
- Keep check on progress made.
- Keep check on progress to be made.
- Motivate the staff to increase chapters and continually look for areas to establish a new chapter.
- Remind staff of importance of alumni and their contribution.

IV. Annual Report Section Responses

A. Key Achievements
- Hired a full time Assistant Director.
- Hired a part time assistant.
- Had successful alumni meetings.
- One chapter split from another and started a scholarship.
- Hosted a successful Homecoming Alumni party.
- Hosted a successful National Alumni Association meeting.
- Hosted bus trips to football games.
- Sponsored “Academic for Excellence” Golf Tournament and proceeds were given to all Academic Programs.
- Completed paperwork and processed scholarship payments for over 50 students.

B. Staff Achievements
- Homecoming Committee Chairman and Committee member (T. Stone, E. Brooker and T. Trawick)
- Scholarship Committee Chairman (T. Stone, E. Brooker)
• SCFAC Board (T. Stone)
• Alumni Task Force of HEP (T. Stone, E. Brooker)
• Phi Kappa Phi member (T. Stone)
• Omicron Delta Kappa Honor Society Advisor (E. Brooker)
• Pi Mu Women's Fraternity advisor (E. Brooker)

C. Public/Community Service
• Sumter County Relay for Life Sponsor Chairman and member - (T. Stone and E. Brooker)
• Livingston United Methodist Church - Council on Ministries Chair and Children's Church Leader (T. Stone)
• Children's Miracle Network Hospitals – (E. Brooker)
## ANNUAL PLAN

<table>
<thead>
<tr>
<th>Item</th>
<th>Approved</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Goals</strong></td>
<td>YES</td>
<td></td>
</tr>
<tr>
<td>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.</td>
<td>NO</td>
<td></td>
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<tr>
<td><strong>Outcomes/Objectives</strong></td>
<td>YES</td>
<td></td>
</tr>
<tr>
<td>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.</td>
<td>NO</td>
<td></td>
</tr>
<tr>
<td>Objectives 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.</td>
<td>YES</td>
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<tr>
<td><strong>Measures</strong></td>
<td>YES</td>
<td></td>
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<tr>
<td>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.</td>
<td>NO</td>
<td></td>
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<tr>
<td><strong>Achievement Targets</strong></td>
<td>YES</td>
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<tr>
<td>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.</td>
<td>NO</td>
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<tr>
<td>Item</td>
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<td><strong>Findings</strong></td>
<td>YES</td>
<td>NO</td>
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<tr>
<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>
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<tr>
<td><strong>Action Plans</strong></td>
<td>YES</td>
<td>NO</td>
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<tr>
<td>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). Action plans created in previous cycles have been updated with implementation notes.</td>
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<tr>
<td><strong>Annual Report</strong></td>
<td>YES</td>
<td>NO</td>
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<tr>
<td>The Annual Report section contains information on key achievements, faculty and/or staff achievements, and community/public.</td>
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<tr>
<td><strong>Analysis Report</strong></td>
<td>YES</td>
<td>NO</td>
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<td>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.</td>
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</tr>
</tbody>
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Approved by: [Signature of Dean or Vice President]
Date: 7-19-2012

Received by OIE: [Signature of Coordinator of Planning and Assessment]
Date: 8-7-2012