

ASSESSMENT PLAN - ALUMNI AFFAIRS OFFICE

The Office of Alumni Affairs mission is to create opportunities for alumni to stay connected and involved in the life of the College.

Objectives	Activities and Strategies	Assessment Measures and Criteria
<p>ASSESSMENT 2006 1. To maintain current chapters and expand, if feasible, chapter programming.</p> <p>ASSESSMENT 2007 2. To develop “affinity” reunions as a means of increasing alumni participation in the life of the College on and off campus.</p>	<p>a. To stay in close contact with current chapter chairs and assist in their planning and promoting of meetings, events for alumni in their area.</p> <p>b. To continue to introduce new events such as: scholarship fund raising dinners and community service projects as a means of increasing alumni interest and participation.</p> <p>a. To develop and continue to maintain data sets on the Raisers Edge system of affinity groups (i.e. Greeks, athletes, Masquers, Student Government, scholarship winners).</p> <p>b. To develop an annual system for updating and adding alumni to affinity groups.</p> <p>c. Develop effective working relationships of Student Affairs, Athletics and SGA in order to develop effective means of capturing affinity of current students.</p> <p>d. To continue to incorporate affinity groups in Reunion Weekend and Homecoming.</p>	<p>a. Solicit feedback from current chapter chairs on their satisfaction on whether or not the Alumni Office is helping their efforts in planning and promoting events. Determine alumni loyalty by tracking attendance at events and planning meetings.</p> <p>b. Determine new event success by tracking participation as well as satisfaction through a participant evaluation instrument.</p> <p>a. To ascertain whether or not affinity reunions experience a higher percentage of response when compared to traditional class reunion programs.</p> <p>b. To determine via “alumni-consumer survey” the levels of satisfaction an alum has after returning for an affinity reunion.</p> <p>c. To ascertain if a plan is in place to effectively and systematically collect data from Student Affairs, Athletics and SGA</p> <p>d. To review percentage (number) of alumni each affinity group who return. To provide returning alumni the opportunity for formal feedback via an established evaluation instrument.</p>

Objectives	Activities and Strategies	Assessment Measures and Criteria
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**ASSESSMENT 2007
(continued)**

3. To reach closure on the initial goal for the Opportunities to Give Program for the Alumni House - \$600,000 Alumni House Preservation/expense fund by 2007.

- a. To promote the following Opportunities to Give options in the following ways:
1. Charter Patron:
 - Direct mail to alumni donors who have given \$100 or more in the last two years.
 - Reunion Weekend registration form which contains a Charter Patron section and is annually sent to 8,500 alumni.
 - On site at the Alumni House during Alumni Reunion Weekend.
 2. Furnish a Room Program:
 - On site at the Alumni House during Reunion Weekend.
 3. Name a Garden Section:
 - On site at the Alumni House during Reunion Weekend.
 4. Name a Room/Area or support a Special Need Program:
 - On site at the Alumni House during Reunion Weekend.
 - As a component of the annual Reunion Class Giving Program

ASSESSMENT 2008

4. To establish new chapters in areas highly populated with alumni, but not represented by a current chapter, i.e. Corning and Utica in New York state and Phoenix, AZ and Philadelphia, PA by 2008.

- a. To plan an initial chapter event to ascertain interest and if sufficient, identify volunteer leadership and the assistance from alumni staff plan next event.

- a. Success will be determined on how close we come to reaching or succeeding the goal of 200 Charter Patron (alumni and friends who contribute \$500 to this purpose only).
- b. Success will be determined by selling ten of the twelve Furnish a Rooms.
- c. Success determined by selling 50 of the 55 garden sections.
- d. Success determined by selling twenty of our twenty two room areas that are sold.

- a. Determine the event's success by the number of attendees and number of alumni who volunteer to support the chapter. Attendees will be afforded the opportunity for formal feedback via established evaluation instrument.

Objectives	Activities and Strategies	Assessment Measures and Criteria	
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ASSESSMENT 2008

(continued)

5. To enhance communications with our graduates through new technology

- a. To establish and maintain an On-Line Community.
- b. To establish a Cortland Alumni Connections Program in collaboration with Career Services, to assist current students with career advice, relocation information and other needed networking assistance.
- c. To update the Alumni website to stay consistent with the look of the College and use the most recent technology available to enhance our web programs and services.
- d. To establish an electronic newsletter designed to provide alumni important program and event information.

ASSESSMENT 2009

6. To establish a Young Alumni Program (graduates from the last 15 years) specifically designed to address the needs of recent graduates.

- a. To solicit through a designed survey instrument the types of services and support young alumni would like to receive from the Alumni Office and Association.
- b. To work with the Career Services department in developing a continuum of services designed to help young alumni transition from college to their chosen careers. Services might include business card exchange events, career networking and alumni panel programs conducted on campus for seniors and off campus through the alumni chapter program.
- c. To develop a career exchange (job and resume posting service) through the On-Line Community.

- a. We will assess interest in the On-Line Community through amount of alumni who sign up for membership.
- b. We will measure the success of the program on feedback from both alumni and students involved in the program and using the service.
- c. The website will be consistent with the look of the College. We will continue to assess the programs and services from the amount of people who visit the site and take advantage of our services.
- d. The newsletter will be evaluated via a readership survey and by the number of alumni who have opted in to receive this electronic communication.

- a. Assessment of the survey process will be determined by the number of alumni who return completed surveys.
- b. Seniors and alumni who attend an event will be afforded the opportunity to provide feedback through a designed evaluation instrument.
- c. Reviewing the number of companies that post jobs as well as the number of alumni who post resumes. We will also review periodically the number of "hits" the On-Line Community receives for this service.

Objectives	Activities and Strategies	Assessment Measures and Criteria	
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**ASSESSMENT 2009
(continued)**

7. To plan and implement campus programming for alumni, students, faculty and staff.

- a. To continue the support of the Student Alumni Association (SAA) with a goal to increase student leadership opportunities, alumni association presence on campus and student programs.
- b. To work with academic departments as a means of increasing faculty involvement in Alumni Reunion Weekend.
- c. To work with Athletics and C-Club in planning Hall of Fame and Classic Team Recognition Weekend.
- d. To work with Student Affairs in the planning of Homecoming Weekend which will include alumni who have graduated in the last nine years as well as select affinity groups. Also assist Student Affairs with identifying the keynote alumni speaker for annual Leadership Banquet.

- a. To formally solicit program participant feedback and to ascertain on a semester basis the number of students who are actively (determined by attendance at meetings and events and assigned projects follow-through) involved in SAA.
- b. To formally solicit feedback from faculty regarding the value of their involvement in Reunion and to, at the same time, provide the same audience the opportunity to offer suggestions regarding future faculty support for Alumni Reunion Weekend.
- c. To formally solicit feedback from alumni who attend Hall of Fame Classic Team Recognition Weekend and meet with the C-Club Executive Board to review Weekend finances and to solicit their feedback.
- d. To formally solicit feedback from alumni who attend Homecoming Weekend and to meet with the Homecoming committee after the event to review finances and solicit their feedback.

Objectives	Activities and Strategies	Assessment Measures and Criteria
<p>ASSESSMENT 2010</p> <p>8. To increase income for the Alumni House by increasing use by potential consumers. The financial goal is to achieve “break even” financially.</p>	<p>a. To market the Alumni House in the following ways:</p> <ul style="list-style-type: none"> - Parents of incoming students at orientation. - Parents of athletes through the Athletic Office and coaching staff. - To seniors of the College at Grad Finale Day, Senior Send-Off and Commencement and SGA to increase the use of the House by student organizations and clubs. - To academic departments through chairs and chair’s meetings. - To College’s Human Resources Department for search candidate housing. - Through appropriate web sites that are designed to promote lodging (B&B) and wedding operations. - Through direct mail to CNY Wedding announcements in newspapers. - Attendance at bridal shows. - Development of Alumni House customer data base. (Special focus on establishing an electronic data base that complies with College’s spam policy). - Through the distribution of brochures to local businesses and companies. Chamber of Commerce, etc... - Open house at strategic times (holidays, summer) for the Cortland community. - Direct mail to alumni and through Columns. 	<p>a. Expense and revenue reports are currently in place for the Alumni House and are setup in the manner that makes it easy to review expenses/revenue on a monthly or weekly basis if necessary. At minimum, financial reports will be provided on a quarterly basis to the Alumni Board of Directors. These reports will provide expense/revenue detail on a comparative basis between the current and past years.</p>

Assessment Tools:

1. Affinity group survey form.
2. Young alumni (graduates from the last 15 years) interest survey.
3. Participant Feedback Instrument (Students, alumni and faculty)
4. Review of Hall of Fame/ Classic Team expenditures/revenue
5. Monitoring web site “hits.”
6. Review of number of alumni who sign-up for On-Line Community.
7. Review of number of alumni who post resumes on the On-Line Community.
8. Review of number of companies who post jobs on the On-Line Community.
9. Review of Alumni House finances (expenses/revenue).
10. Reunion Weekend participation feedback instrument (alumni only).