**Northern Michigan University**

**Improvement Plan / Assessment Report Form**

**Administrative or Educational Support Unit**

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| Name of Department or Unit | | Alumni Relations | | | |
| This document is the | 🗹 PLAN or 🞎 REPORT for July 1, 2012 to June 30, 2013 | | | Date Submitted: | 10/12/2012 |
| Submitted by (Unit Representative) | | | Robyn Stille, Executive Director of Alumni Relations and Annual Giving | | |

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| **Department or Unit Mission Statement: Was this mission statement revised this year? Yes \_X\_ No** |
| The mission of the Northern Michigan University Alumni Association is to cultivate a strong tradition of loyalty and involvement among alumni, students, friends and community while advancing the interests of the university. |

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| **Improvement Plan** |  |  | |
| **Administrative Objective #1** |  | **Action Plan/Evidence of Assessment for Objective** *(Describe the statistic or criteria that measures success in achieving this goal. What is the desired and/or minimum target you expect*? *What method is used to collect the data for the statistic*?) | |
| *Objective*: Identify the programs and services available for alumni engagement and establish baseline participation data for each.  Rationale: With the discontinuation of the dues-based membership program, it is time to evaluate the programs and services offered by the Alumni Association and alumni involvement in each of these areas.  *Rationale (Why you are setting this objective; mark with “X”)*:  Effectiveness/quality action Efficiency/cost action  Compliance issue X Satisfaction measure X Create baseline  Other (explain):  *Alignment (Refer to last pages)*   1. *Which AQIP category does this address? 3* 2. *Does this objective relate to a Road Map goal? If yes, type the related Road Map codes here*: |  | *Measures*:  Initial data gathered will provide a baseline to assess current status and develop goals to increase participation and measure satisfaction with programs and services offered by the Alumni Association.  Data will be collected in such areas as:   * Regional activity (# events) * # Events and Event Participation * % of Alumni Donors * # Alumni participating in NMUAA social media * # Alumni E-newsletter subscribers * # Alumni E-mail for Life subscribers * # of Visitors to NMUAA web site * # of Alumni updating address via web * # of Alumni utilizing online “membership card” option   Data will be collected by pulling reports from respective databases, event registration records, and web/email analytics tools. | |
| **Assessment Report** |  |  | |
| **Summary of Data Collected** *(Provide trend data and summary)* |  | **Description of how results were used to improve services** *(Offers conclusions or interpretation and explains how data was used to make changes for improvement as related to the objective)* | |
| (Fill this cell only for the REPORT at the end of the year.) |  | (Fill this cell only for the REPORT at the end of the year.) | |
| **Improvement Plan** |  |  | |
| **Administrative Objective #2** |  | **Action Plan/Evidence of Assessment for Objective** | |
| *Objective*:  Develop a process to convert former NMU Alumni Association dues paying members (3,000+) to NMU Alumni Association donors.  Target Goal for FY13: $24,000 in gift support  *Rationale (Why you are setting this objective; mark with “X”)*:  Effectiveness/quality action Efficiency/cost action  Compliance issue X Satisfaction measure X Create baseline  Other (explain):  *Alignment (Refer to last pages)*   1. *Which AQIP category does this address? 3* 2. *Does this objective relate to a Road Map goal? If yes, type the related Road Map codes here*: |  | *Describe timetable plans to achieve objective*.   1. Identify former dues-payers to solicit for gift to NMU Alumni Association by November 1, 2012. 2. Research best method to solicit (direct mail, email, telephone) by November 1, 2012. 3. Prepare (including solicitation code for tracking purposes) and conduct solicitation by November 30, 2012. 4. Process gift responses through remainder of FY13. 5. Determine response rate/success based on gifts received through June 30, 2013.   *Beyond completing the above steps, how will you judge whether the objective was a success? Examples: If the rationale was Efficiency/cost, what is the desired and/or minimum target criteria for savings in time or cost? If the rationale was Satisfaction, what is the measure and what increase is desired*?  This will establish a new baseline of donors to the NMU Alumni Association which will be a measure of alumni satisfaction with programs and services. | |
| **Assessment Report** |  |  |
| **Summary of Data Collected #2** (*Summarize the evidence)* |  | **Description of how results were used to improve services** | |
| (Fill this cell only for the REPORT at the end of the year.) |  | (Fill this cell only for the REPORT at the end of the year.) | |
| **Improvement Plan** |  |  |
| **Administrative Objective #3** |  | **Action Plan/Evidence of Assessment for Objective** | |
| *Objective*:  Create a Social Media plan to provide various social media tools for alumni, students, and prospective donors to interact with Northern Michigan University.  Rationale: We are currently utilizing a variety of Social Media tools primarily to communicate information and encourage event attendance but no formal plan exists.  A Social Media plan will help ensure we are utilizing social media in concert with the overall university branding plan.  *Rationale (Why you are setting this objective; mark with “X”)*:  X Effectiveness/quality action Efficiency/cost action  Compliance issue X Satisfaction measure X Create baseline  Other (explain):  *Alignment (Refer to last pages)*   1. *Which AQIP category does this address? 3* 2. *Does this objective relate to a Road Map goal? If yes, type the related Road Map codes here*: |  | *Describe timetable plans to achieve objective*.  The plan will include components to encourage new interactions with NMU along with a variety of next steps in engagement including event notifications to encourage attendance, donation options, participate in a survey, promote Foundation scholarships and provide application information.  a.  Research various social media tools that will help address objective by September 30, 2012.  b.  Create and document the plan by December 31, 2012.  c.  Implement plan by March 30, 2013.  d.  Track number of participations  e.  Track types of interactions of various tools  *Beyond completing the above steps, how will you judge whether the objective was a success*? | |
| **Assessment Report** |  |  |
| **Summary of Data Collected #3** (*Summarize the evidence)* |  | **Description of how results were used to improve services** | |
| (Fill this cell only for the REPORT at the end of the year.) |  | (Fill this cell only for the REPORT at the end of the year.) | |

**AQIP Functions within the University:**

Some unit objectives address specific operational issues directly related to AQIP reporting. Listed below are AQIP categories. Use these category numbers to describe the context of each objective, i.e. which category does that objective address?  
 (A full description of the Portfolio’s categories and its detailed topics are available at [www.nmu.edu/aqip](http://www.nmu.edu/aqip) under the Current Document

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| ***AQIP Categories*** | |
| Category 1 | Helping Students Learn documents the curricular and co-curricular processes and student learning support. |
| Category 2 | Accomplishing Other Distinctive Objectives documents the key non-curricular functions by which NMU serves the region, e.g. community engagement initiatives of students and employees, and department outreach. |
| Category 3 | Understanding Students’ and Other Stakeholders’ Needs documents how NMU builds relationships with students, alumni and employers and identifies, targets and meets their needs. |
| Category 4 | Valuing People documents NMU personnel recruitment, training, satisfaction, services and programs. |
| Category 5 | Leading and Communicating documents processes that guide NMU in setting directions, making decisions, seeking future opportunities, and communicating decisions and actions. |
| Category 6 | Supporting Institutional Operations documents student and administrative support services, safety, and facilities. |
| Category 7 | Measuring Effectiveness documents IT systems and institutional research NMU employs to collect, analyze, and distribute, and how departments use them to manage improvement, e.g. use of charts, “cubes,” dashboards. |
| Category 8 | Planning Continuous Improvement documents NMU’s strategic and administrative planning processes. |
| Category 9 | Building Collaborative Relationships documents how NMU works with external organizations from which we receive students (school systems) or goods and services (vendors and utilities), send our graduates (schools and employers), and support or regulate our programs (agencies). |

(A full description of the Portfolio’s categories and its detailed topics are available at [www.nmu.edu/aqip](http://www.nmu.edu/aqip) under the Current Document

**Road Map Codes to Tie to Unit Objectives**

Some unit objectives are strategic initiatives that align with goals in the University strategic plan - Road Map to 2015. Listed below are Road Map categories and goals, preceded with a code. Use these codes when describing Objectives #2 and #3. (Note: Even if your objective is not an exactly itemized as a Road Map priority, still use the code if it applies to that goal.) The full Road Map is at [www.nmu.edu/roadmap2015](http://www.nmu.edu/roadmap2015).

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| ***Road Map to 2015 Goals*** | |
| ***Code*** | ***Innovation Goals*** |
| **I-1** | Balance successful programs with new offerings |
| **I-2** | Professional development program that rewards innovation and collaboration |
| **I-3** | A growing portfolio of corporate collaborations that exploit NMU’s technical expertise, enhance academic programs and facilitate global engagement for students and faculty both on campus and abroad |
| **I-4** | Develop the financial resources to support innovation and student success |
|  | ***Meaningful Lives Goals*** |
| **ML-1** | A Liberal Studies Program that provides students with the abilities and knowledge necessary for lifelong learning and effective citizenship in a challenging and rapidly changing world |
| **ML-2** | Develop a new academic advising system that integrates the advising assets of academic departments and student services to contribute to a new, effective retention management network—similar to our enrollment management network |
| **ML-3** | Integrate the highest possible level of information technology skills and competencies throughout the university |
|  | ***Campus Attributes Goals*** |
| **CA-1** | Utilize the Campus Master Plan and related initiatives to continue to build and develop a greener and more learner-centered campus |
| **CA-2** | Enhance processes throughout campus operations to guide the use of resources and inform resource allocation |
| **CA-3** | Enhance the portfolio of academic programs, research and other activities that leverage the university’s location |
| **CA-4** | Be a model community for sustainable education and practices |
|  | ***Community Engagement Goals*** |
| **CE-1** | Include all units of the campus in the process of community engagement for the mutually beneficial exchange of knowledge and resources in a context of partnership and reciprocity. |
| **CE-2** | Increase faculty, staff and student involvement in the Superior Edge program, academic service learning and other community engagement and leadership development initiatives. |
| **CE-3** | Put into action a commitment to be an inclusive community where differences are recognized as assets of the institution, respected attributes of the person and a valuable part of the university experience |
| **CE-4** | Increase collaboration with local communities, schools, governments, development groups and other partners to enhance community and economic development in the Upper Peninsula. |