

University of Louisiana at Lafayette

Detailed Assessment Report

2015-2016 Alumni Affairs/Association

As of: 11/18/2016 10:58 AM CENTRAL

(Includes those Action Plans with Budget Amounts marked *One-Time, Recurring, No Request.*)

Mission / Purpose

The purpose and mission of the Alumni Association is to promote good fellowship among its members, strengthen the ties of loyalty and devotion to their alma mater, and at all times to further the interests of the institution. The Alumni Affairs office (staff) supports the Board, Council and all its' members in this mission.

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

O/O 1: Increase scholarships

By 2015, the Alumni Association will increase each (10) scholarship awarded from \$1,000 annually to \$2,000, through affinity license plate sales and Alumni Annual Fund revenue, in order to further enhance the academic success of the student recipients.

Relevant Associations:

Standard Associations

SACS (sections): 2010

3.4 Institutional Mission

Related Measures

M 1: Growth in scholarship funds

Affinity license plate proceeds and Alumni Annual Fund revenue restricted for scholarships will be measured on a monthly basis. As the appropriate amount of funds are accumulated, they will be transferred to the (10) endowed scholarship accounts until sufficient funds have been raised to achieve the goal.

Source of Evidence: Activity volume

Target:

Each scholarship will reach 80% targeted increase within 5 years.

Finding (2015-2016) - Target: Met

Completed in 2015.

Related Action Plans (by Established cycle, then alpha):

Targeted increase

Each scholarship will reach 80% targeted increase within 5 years.

Established in Cycle: 2009-2010

Implementation Status: Terminated

Priority: High

Relationships (Measure | Outcome/Objective):

Measure: Growth in scholarship funds |

Outcome/Objective: Increase scholarships

We will no longer evaluate scholarship now at 10,000 level.

We have met our goal and satisfied with increase. Will add as dollars are designated to these particular scholarships.

Established in Cycle: 2015-2016

Implementation Status: Finished

Priority: High

Relationships (Measure | Outcome/Objective):

Measure: Growth in scholarship funds |

Outcome/Objective: Increase scholarships

O/O 2: Affiliation agreement

The Alumni Association will establish an affiliation agreement with the University by June 30, 2011, so that the association's policies and expectations with the institution will be clarified.

Relevant Associations:

Standard Associations

SACS (sections): 2010

3.4 Institutional Mission

Related Measures

M 2: Revise draft

An initial draft of the affiliation agreement has been drafted utilizing existing templates. Revisions will be made and the resulting document will be reviewed until a mutually acceptable document is completed.

Source of Evidence: Document Analysis

Target:

Execution of acceptable affiliation agreement.

Finding (2015-2016) - Target: Met

Goal set by previous Assistant Director of membership. To the best of our knowledge this goal has been met.

Related Action Plans (by Established cycle, then alpha):

Finalize agreement

The affiliation between the University and the Association will be 100% complete (reviewed & accepted) by the end of the next academic year.

Established in Cycle: 2009-2010

Implementation Status: Terminated

Priority: High

Relationships (Measure | Outcome/Objective):

Measure: Revise draft | **Outcome/Objective:** Affiliation agreement

Connected Documents

[Affiliation agreement](#)

Fundraising Policies and Guidelines

The affiliation agreement is complete.

To the best of our knowledge, the affiliation agreement is in place and complete.

Established in Cycle: 2015-2016

Implementation Status: Finished

Priority: High

Relationships (Measure | Outcome/Objective):

Measure: Revise draft | **Outcome/Objective:** Affiliation agreement

O/O 3: Recent graduate retention

The Alumni Association will obtain 50% membership of Student Alumni Association (SAA) graduates by 2015, via targeted marketing following their first complimentary year of membership after graduation. This initiative will serve to increase involvement in the Young Alumni Chapter and in addition, increase revenue.

Relevant Associations:

Standard Associations

SACS (sections): 2010

3.4 Institutional Mission

Related Measures

M 3: Increase SAA membership

The alumni database of those graduates with the Student Alumni Association (SAA) attribute will be reviewed to determine the current level of membership for this demographic. As targeted marketing appeals occur, the results of those recruitment efforts will be measured by the monthly review of membership results.

Source of Evidence: Activity volume

Target:

At least 40% of SAA members will convert to regular members of the Alumni Association.

Finding (2015-2016) - Target: Met

Goal previously set up by Assistant Director no longer employed here. To the best of our knowledge, SAA membership has continued to grow.

Related Action Plans (by Established cycle, then alpha):

Renew membership

At least 40% of SAA graduates will renew membership following their 2nd year of college graduation.

Established in Cycle: 2009-2010

Implementation Status: Terminated

Priority: High

Relationships (Measure | Outcome/Objective):

Measure: Increase SAA membership | **Outcome/Objective:** Recent graduate retention

We will no longer be evaluating SAA membership as per this goal.

We will no longer be evaluating SAA membership as per this goal. SAA is now being called by its original name AFA; Association of Future Alumni.

Established in Cycle: 2015-2016

Implementation Status: Finished

Priority: High

Relationships (Measure | Outcome/Objective):

Measure: Increase SAA membership | **Outcome/Objective:**
Recent graduate retention