

2005-2006 :: Alumni Relations

1. Mission Statement:

The mission of the University of Texas Development Office – Alumni Relations is to create a culture of involvement securing the relationships, resources and participation from alumni needed to support UTD's endeavor to achieve excellent in student education, teaching, research and quality campus life, as it becomes one of the nation's best public research universities.

2. Objectives:

2.1 Pursuing opportunities to obtain private support : To be proactive in identifying and pursuing involvement of alumni in support of the annual fund. To use innovative analytics and sophisticated prospect research profiles, queries and reports in targeting the best prospects for private support to develop a successful annual fund campaign process which will engage alumni from all schools of the university thereby increasing the amount of alumni participation.

2.1.1 Related Strategic Plan Item(s):

I-1 Research Enterprise Initiative; I-2 The Bio-World; I-3 Nanotechnology; II-1 The Education of Leaders; II-2 Living-Learning Communities; II-3 Investment in People; II-4 Enhancement of Diversity and Inclusion; III-1 Dynamic Change Management; III-2 Innovative Centers and Institutions; VI-1 K-16 Education; VI-2 The Arts; VI-3 Business Leadership; VI-4 Community Outreach; VI-5 University Village

2.1.2 Related Institutional Priority Item(s):

SP-4 Tell UTD's Story Better; COM-2 Protect Enrollment Gains, Access and Student Quality as part of moving toward Tier One Status; COM-3 Sustain Progress toward Tier One Status in terms of programs, research and faculty quality; COM-4 Enhance research, graduate education and technology-driven economic development

2.1.3 Standards and Associations: CASE

2.2 Develop stronger alumni volunteer leadership.: Identify, cultivate and develop a larger number of involved alumni volunteer leaders; Assess current alumni leaders and identify those who want to continue and those who need to lead the council or take a different role; develop new bylaws that support change and growth.

2.2.1 Related Strategic Plan Item(s):

I-1 Research Enterprise Initiative; I-2 The Bio-World; I-3 Nanotechnology; II-1 The Education of Leaders; II-2 Living-Learning Communities; II-3 Investment in People; II-4 Enhancement of Diversity and Inclusion; III-1 Dynamic Change Management; III-2 Innovative Centers and Institutions; VI-1 K-16 Education; VI-2 The Arts; VI-3 Business Leadership; VI-4 Community Outreach; VI-5 University Village

2.2.2 Related Institutional Priority Item(s): SP-4 Tell UTD's Story Better; SP-5 Improve Annual Giving and Endowment; SP-6 Increase Number of PhD's Granted; SP-7 Enhance Graduation Rates; SP-8 Reduce Costs; COM-2 Protect Enrollment Gains, Access and Student Quality as part of moving toward Tier One Status; COM-4 Enhance research, graduate education and technology-driven economic development

2.2.3 Standards and Associations: CASE - Council For Advancement and Support of Education

3. Measures & Findings:

3.1 Report on annual fund program: Reports on annual fund program to create a culture of engagement with all alumni

3.1.1 Success Criteria:

Establish an annual fund drive for each school in fall 06 with strategic segmentation of their target pool; and increase alumni participation rate to 2% or higher

3.1.2 Related Objective(s): Pursuing opportunities to obtain private support

3.1.3 Results Related To Success Criteria: Plan is in place and resources are allocated for the fall 06 fund drive and phonathon with a focus on each school.

3.1.4 Achievement Level: Met

3.1.5 Further Action: Yes

3.2 Report on recruitment: Report on recruitment and engagement of new alumni leaders.

3.2.1 Success Criteria:

All assessment and evaluation completed by spring 06; must hire new Alumni Director to oversee this area

3.2.2 Related Objective(s): Develop stronger alumni volunteer leadership.

3.2.3 Results Related To Success Criteria: An over all assessment and evaluation of this area was completed by the new AVP; however new alumni director was not hired until late summer 06.

3.2.4 Achievement Level: Partially Met

3.2.5 Further Action: Yes

3.3 New bylaws for the association: Report on creation of new bylaws for the association.

3.3.1 Success Criteria: Identify improvement for legal and policy compliance.

3.3.2 Related Objective(s): Develop stronger alumni volunteer leadership.

3.3.3 Results Related To Success Criteria: Improvements were identified for legal and policy compliance as well as for efficient and effective use of alumni volunteer and resources.

3.3.4 Achievement Level: Met

3.3.5 Further Action: Yes

5. Closing the Loop:

5.1 Hire a new Director:

Have hired a new Director of Alumni Relations and Annual Fund, July 1, 2006, who is experienced and well trained for this responsibility; have increased support staff to 1 and 1/2 FTEs of Development Associate support; Summer planning is underway

5.1.1 Related Objective(s): Pursuing opportunities to obtain private support

5.1.2 Related Measure(s): Report on annual fund program

5.1.3 Responsible Person: V.P of Development and Assistant V.P.

5.1.4 Target Date: Mid spring

5.1.5 Priority: High Priority

5.2 Continue to recruit additional alumni volunteers: Continue to assess and recruit new additional alumni volunteers; work with newly hired director to strengthen organization, August 1, 2006. Will focus on UTD events as well as community service outreach (eg Sound of Class).

5.2.1 Related Objective(s): Develop stronger alumni volunteer leadership.

5.2.2 Related Measure(s): Report on annual fund program; Report on recruitment

5.2.3 Responsible Person: AVP

5.2.4 Target Date: Review and assess leadership annually

5.2.5 Priority: High Priority

5.3 Review and assess status of leadership documents : Continue to assess acceptable leadership documents and processes in the summer.

5.3.1 Related Objective(s): Develop stronger alumni volunteer leadership.

5.3.2 Related Measure(s): New bylaws for the association

5.3.3 Responsible Person: AVP

5.3.4 Target Date: Summer

5.3.5 Priority: High Priority

6. Analysis:

6.1 Program/Unit Strengths:

6.1.1 Objectives/Outcomes Exceeded or Met: The assessment of Alumni Relations was completed in this last summer. Review of practices, policies and procedures were completed and improvements were made were needed.

6.2 Program / Unit Weaknesses:

6.2.1 Objectives / Outcomes Partially or Not Met: Most objectives were on track or completed successfully, with the exception of hiring the Director for Alumni Relations, this occurred after the assessment period.

7. Report:

7.1 Executive Summary:

During 05-06 the primary goals were to hire a professional fund raising staff and build the infrastructure to support a dynamic funding raising team to support the strategic plan of our university. By the end of FY 05-06, we were almost fully staffed and the remaining vacancies were filled early in FY06-07. Review of practices, policies and procedures was completed and improvements were made where it was deemed appropriate. Significant emphasis was placed on building and analyzing our database so that the information could be used efficiently by our fund raisers and executives.

7.2 Top 3 Program/Unit Accomplishments:

Increase in number of principal gifts and in number of endowments established, along with successful recruitment of a professional fund raising team and management.

7.3 Research Activities or Publications: n/a**7.4 Instructional/Training Activities (presented or received):** n/a**7.5 Public Service:** n/a**7.6 Other External Activities:** n/a**7.7 Contributions to UTD:**

The development team contributed to the overall effort of improving community awareness of UTD and our strategic plan. We hired exceptionally talented and experience staff, increased gift income and put into place an aggressive plan for raising alumni participation rate to 5% from 2%.

7.8 Top 3 Program / Unit Challenges:

Greatest overall challenge is to accomplish aggressive fundraising and participation goals with a relatively young institution and undeveloped alumni base.