

## Alumni

Office or Department of Advancement

Administrative Unit Assessment

Year Reporting: FY 20 (July 2019-July 2020)

### Department and Assessment Report Information

<b>Prepared on: 7/27/2020 9:30:55 AM</b>	<b>Prepared by: ken.fischer@mga.edu</b>
<b>For which department or area are you reporting?</b>	<b>Alumni</b>
<b>What is the name and MGA email address of the person responsible for this report?</b>	<b>Ken Fincher, ken.fischer@mga.edu</b>

### Departmental Mission and Goals

The mission and goals of the department should be consistent over a 5 year period, although some institutional changes may necessitate and prompt a change in mission or goals for specific departments. In this section, you will report the mission statement for your department as well as the long term goals (5 year range) for the department.

<b>What is the mission statement for this department/area? Your mission should explain why the department/area exists and who it serves.</b>	Middle Georgia State University Foundation, Inc., is the philanthropic foundation that raises and manages private dollars in support of Middle Georgia State University's mission and goals. The alumni association is a vital component in the furtherance of the MGA Foundation mission. The alumni association exists to maintain a close relationship with MGA alumni so as to maximize their experience as a member of the MGA family.
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<b>What are the goals for this department? These should be the "big things" the department/area intends to accomplish within 5 years.</b>	Increase alumni financial support to MGA; increase alumni participation at MGA alumni events; maintain a strong alumni association board; support the MGA Foundation in it's mission and purpose.
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## Objectives

Each year, every department should identify objectives the department hopes to accomplish in the next year. These should align with departmental goals and the MGA strategic plan. In the next section you will be reporting on the objectives you set and whether or not you achieved them in FY20. Later in the document you will report on objectives you hope to accomplish in the coming fiscal year, FY21.

### Objective 1

<b>Objective 1: What was this department's first objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.</b>	Increase alumni financial support by 2%
<b>Objective 1: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)</b>	percentage and number of alumni donors
<b>Objective 1: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)</b>	2% increase
<b>Objective 1: At what level did the department/area achieve on this objective? (This should be a number, i.e. 82%, 6%, 345 attendees, 75% engagement)</b>	.25% increase in alumni giving
<b>Objective 1: Did your department meet this objective?</b>	The department did not meet this objective.
<b>Objective 1: What did your department learn from working toward this objective? What changes will you make based on this effort next year?</b>	Alumni giving is a marathon and not a sprint. New alumni are less likely to give after graduation, but with steady cultivation they are more inclined to give.

## Objective 2

<b>Objective 2: What was this department's second objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.</b>	Increase alumni participation in MGA events
<b>Objective 2: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)</b>	Number of Participants
<b>Objective 2: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)</b>	5% increase
<b>Objective 2: At what level did the department/area achieve on this objective? (This should be a number, i.e. 82%, 6%, 345 attendees, 75% engagement)</b>	Significant decrease due to Covid-19
<b>Objective 2: Did your department meet this objective?</b>	The department did not meet this objective.
<b>Objective 2: What did your department learn from working toward this objective? What changes will you make based on this effort next year?</b>	We were on track to meet this goal, however Covid-19 stopper in person events. We maintained virtual alumni board meetings, but in-person events were all cancelled: including the Balloon Glow/Cherry Blossom Festival; Alumni Oyster Roast; Scholarship dinner and others

### Objective 3

<b>Objective 3: What was this department's third objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.</b>	Maintain a functioning and effective alumni board
<b>Objective 3: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)</b>	Participation/Attendance
<b>Objective 3: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)</b>	90%
<b>Objective 3: At what level did the department/area achieve on this objective? (This should be a number, i.e. 82%, 6%, 345 attendees, 75% engagement)</b>	100%
<b>Objective 3: Did your department meet this objective?</b>	The department met this objective.
<b>Objective 3: What did your department learn from working toward this objective? What changes will you make based on this effort next year?</b>	Make meeting times convenient, utilize virtual communications avenues, develop a strong and vibrant alumni program

#### Objective 4

<b>Objective 4: What was this department's fourth objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.</b>	Support the MGA Foundation Mission and Purpose
<b>Objective 4: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)</b>	Giving, participation, and involvement
<b>Objective 4: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)</b>	2 new alumni programs
<b>Objective 4: At what level did the department/area achieve on this objective? (This should be a number, i.e. 82%, 6%, 345 attendees, 75% engagement)</b>	100% with 2 new programs
<b>Objective 4: Did your department meet this objective?</b>	The department met this objective.
<b>Objective 4: What did your department learn from working toward this objective? What changes will you make based on this effort next year?</b>	Utilize athletic alumni programming, create opportunities for alumni to engage with the career center

**Future Plans**

<b>Please identify and detail three to four measurable objectives for the next fiscal year. In listing the objectives, please use the format shown in these examples.1) The Department of X will improve services levels by 5% as measured by our satisfaction survey. 2) The department of X will provide training in ABC for at least 73 MGA faculty and staff.</b>	Create an alumna giving day appeal that will increase alumni giving by .50%; alumni office will increase alumni communication pieces by 1 new communication piece; alumni association board will increase by 2 new members
<b>Based on this assessment, please share your thoughts on the current status and future direction of this department or area.</b>	The alumni office is growing in it's reach and depth to alumni and is working to engage new alumni as much as possible.

**Open Box for Additional Comments**

<b>Open Text Box For Assessment Comments:</b>	
<b>If the COVID-19 pandemic impacted this assessment cycle, please provide specific details below.</b>	Yes the Covid-19 pandemic adversely affected this program in a significant way. Alumni were unable to attend events, we were unable to recognize graduates at commencement and we were unable to visit in person with alumni.

