

FY12 Year End Status Report - Alumni Relations

Review of Goals

Four core goals were set for the FY11-12 fiscal year for the Office Alumni Relations. This exercise was one of the first and most important activities in FY11-12 as it helped us quickly organize and focus where we needed to move forward. More importantly it helped to avoid distractions or activities that could have impeded progress. These four core goals have carried over to FY12-13 (with minor updates) to ensure that we remain focused and continue to move the needle forward on our overall vision of *“Being a world class alumni relations office and presence for Seattle University”*:

Goal 1: Development of a Resource and Operations Plan

Goal 2: Improve and Increase Marketing and Outreach to Alumni

Goal 3: Establish great Benefits and Services for the Alumni Association

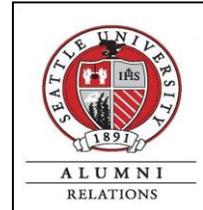
Goal 4: Improve Effectiveness of the Alumni Board and Engagement with Alumni Association

Overall it was a great year for Alumni Relations at Seattle U! The ongoing feedback has been that “things are turning around” and that “new life is back” in Alumni Relations at Seattle U. As we like to say, “It is a new day” in Alumni Relations at Seattle U! With the help of so many at the university and a resurgence of alumni volunteers we have made strides not only in our four core goals but in revitalizing the connections, affinity and pride of our alumni with their alma mater. There is much more work to do as we can do better however, there were a number of great accomplishments to celebrate!

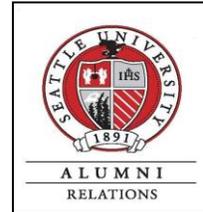
Review of Accomplishments

The following status report provides detail on what was achieved this past year against our four core goals. This step was elemental in helping us not only document our progress and identify key achievements but confirmed that staying the course with these four goals was paramount to our continued success.

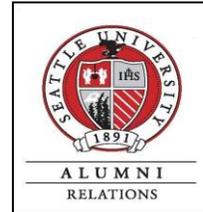
Goal	Accomplishment	Measure	Notes
Development of a Resource and <u>Operations Plan</u>	<ul style="list-style-type: none"> Full Assessment of current org talent and needs Clearly defined roles & responsibilities with updated job descriptions Improved cross campus collaboration with campus partners Confirmed Strategic Plan 	<ul style="list-style-type: none"> Clarity of roles within team Improved team organization overall Successful team and role performance evaluations Consistent Quarterly Summits to review status and gain feedback 	<ul style="list-style-type: none"> Assistant Director transition with new hire 9/4/12 Associate Director to transition 10/31 Recruiting underway
Improve and Increase Marketing and <u>Outreach</u> to Alumni	<p>Marketing</p> <ul style="list-style-type: none"> - New AR branded collateral - Revitalized presence of the Alumni Building - Successful Alumni Focus in SU Magazine - Launch of Phase 1 Marketing and 	<ul style="list-style-type: none"> Portfolio includes Brochure, Postcards, association pin, give-aways 	<ul style="list-style-type: none"> Increased ability to work with designers to create more strategic collateral Overall Alumni focus w/ special Spring issue to highlight survey results



	<p>communication plan</p> <ul style="list-style-type: none"> - Launch of editorial calendar <p>Web Presence</p> <ul style="list-style-type: none"> - Web site updated - Design & Content of SU Voice improved - Template for SU Voice upgraded to include Magis & Career Services - Re launch Alumni Online Directory - Re launch Alumni Email <p>Social Media</p> <p>Launch of SUAA Facebook page</p> <p>Launch of SUAA Twitter Account</p> <p>Re Launch of SUAA Linked In page</p> <p>Events</p> <ul style="list-style-type: none"> - Very Successful Alumni Awards - Re Launch Downtown Breakfast - African American Black History Month Celebration - Hui O Nani Reunion - Honors Reunion - Filipino Fall Reunion - McGoldrick Reception - Alumni Advent Mass & Reception <p>Successful senior week event</p> <ul style="list-style-type: none"> - Alumni Open House for Seniors - Sounders Alumni evening with special invitation to Seniors 	<p>Added features for gear, giving, FaceBook & Twitter</p> <p>% of opened rate steadily increased (20% average- on par w/Nat'l standard)</p> <p>Phase 1 with Plans for Phase 2</p> <p>Social media numbers tripled</p> <p>Improved events- more fun, increased attendance. Success with both established and newly-launched events.</p> <p>Improved quality of programming, locations, and overall audience experience.</p> <p>Increased Participation & Satisfaction with each Rally</p> <p>Quick turn-around of Downtown Breakfast/ strong partnership with UWAA</p> <p>Success reflected in solid and consistent attendance</p> <p>Success reflected in positive feedback from faculty, staff & alumni.</p> <p>Successful attendance</p> <p>Improved feedback on overall presentation and program</p>	<p>Plans in the works for improved functionality and features for alumni directory</p> <p>Goal: Facebook to 5K, Linked In to 10K, Twitter to 500</p> <p>Successful Happy Hours driven solely by FaceBook and Twitter</p> <p>Update of alumni building vestibule with alumni award winners</p>
--	---	--	---



	<p>Successful commencement activities</p> <ul style="list-style-type: none"> - Improved Commencement Brunch - Launch of Alumni Marketing message and collateral <p>Re-launch of SU Faculty & Staff Alumni Chapter</p> <p>Sustained and successful regional events</p>	<p>Drove uptick in Social Media and alumni gear sales</p> <p>Success reflected in solid and consistent attendance</p>	<p>Portland Pre-Game Rally</p> <p>Bay Area Alumni Event (2)</p> <p>Honolulu Alumni Event</p> <p>Washington, DC Alumni Event</p> <p>Southern California alumni event</p> <p>Student Send Off</p>
<p>Establish great Benefits and Services for the Alumni Association</p>	<p>Development of a campus wide collaboration calendar</p> <p>Career Services</p> <ul style="list-style-type: none"> - Veterans Networking Night - 4 Career Workshops - 1 LinkedIn training - Career Expo with strong alumni presence - Inclusion of Career Services in monthly SU Voice <p>Athletics</p> <ul style="list-style-type: none"> - 8 Pre-Game Rallies - 2 RedOuts in support of athletic events - Launch of alumni gear site in partnership with Athletics <p>Service & Spirituality</p> <ul style="list-style-type: none"> - Improved partnership with Magis 	<p>Improvements in campus wide programming</p> <p>Improvements in scheduling and coordinating resources</p> <p>Gained efficiencies and reduced double booking</p> <p>Success reflected in positive feedback from faculty, staff & alumni</p> <p>Improved quality of programming, locations, and overall audience experience.</p> <p>Increased Participation & Satisfaction with each Rally</p>	<p>Support of request and recruiting of Assistant Director of Alumni Career Engagement for Career Services</p>



	<ul style="list-style-type: none"> - National Jesuit Alumni Day of Service (1st) - 15th Anniversary of Chapel - Advent Mass <p>Chapters</p> <ul style="list-style-type: none"> - New Chapters in Chicago and Wash, DC - New commitment to sustained communication with all chapter leaders 	<p>Successful Chicago & DC chapter participation</p> <p>Successful Chapter Kick offs</p>	<p>Secured endorsement from Governor of Washington</p> <p>First time use of alumni choir</p> <p>Complete update to Chapters manual and bylaws</p> <p>Creation of Chapter in a Box</p>
<p>Improve <u>Effectiveness</u> of the Alumni Board and <u>Engagement</u> with Alumni Association</p>	<p>Updated charter and bylaws</p> <p>Increased event attendance and visibility</p> <p>Transformed to disciplined group of volunteer leaders with responsibilities and commitments</p> <p>Launched ABoG web site</p> <p>Relaunched Student Alumni Ambassadors</p>	<p>Evidenced by updated bylaws, confirmed committee assignments, giving expectation set with 90% ABoG giving in FY12-13</p> <p>Recruited 30 Student Alumni Ambassadors</p>	

Year End Synopsis

It is in fact a new day in Alumni Relations! With a clear vision, mission and goals outlined we are poised to strengthen our foundation and keep on course to be successful in our future endeavors. With that said, we are not where we need and will continue to work to make improvements. We are making progress to address the needs across the team and with our programs and FY12-13 will be another year to focus on getting our staffing needs right, i.e., getting the right people in the right roles while identifying future needs to strategically staff the organization.

However, we are in a better place today than we were a year ago in that we ran a more organized, efficient business and made improvements in our planning and programming processes. With these improvements in place we were able to work not only harder but smarter while increasing our campus presence at all levels. More importantly, we raised the visibility of the role and importance of alumni where it matters most - with our alumni.