

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 Operations Plan	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	Clarity of roles within team Improved team organization overall Successful team and role performance evaluations Consistent Quarterly Summits to review status and gain feedback	Assistant Director transition with new hire 9/4/12 Associate Director to transition 10/31 Recruiting underway New hire by Jan 2013
Improve and Increase Marketing and Outreach to Alumni	New AR branded collateral Revitalized presence of the Alumni Building Successful Alumni Focus in SU Magazine Launch of Phase 1 Marketing and	Portfolio includes Brochure, Postcards, association pin, give-aways	Increased ability to work with designers to create more strategic collateral Overall Alumni focus w/ special Spring issue to highlight survey results



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communication plan - Launch of editorial calendar Web Presence	Added features for goar	Update of alumni building vestibule with alumni award winners
- Web site updated	Added features for gear, giving, FaceBook & Twitter	
- Design & Content of SU Voice improved	% of opened rate steadily increased (20% average- on	
 Template for SU Voice upgraded to include Magis & Career Services 	par w/Nat'l standard)	Dlans in the works
 Re launch Alumni Online Directory Re launch Alumni Email 	Phase 1 with Plans for Phase 2	Plans in the works for improved functionality and features for alumni directory
Social Media		Goal: Facebook to
Launch of SUAA Facebook page Launch of SUAA Twitter	Social media numbers tripled	5K, Linked In to 10K, Twitter to 500
Account		Successful Happy
Re Launch of SUAA Linked In page		Hours driven solely by FaceBook and Twitter
Events	loss and a second as a second firm	
- Very Successful Alumni Awards	Improved events- more fun, increased attendance. Success with both established and	Post-event, anonymous, on-line
 Re Launch Downtown Breakfast 	newly-launched events.	survey to help drive improvements
 African American Black History Month Celebration 	Improved quality of programming, locations, and overall audience experience.	Improvements to event audience
- Hui O Nani Reunion	Increased Participation & Satisfaction with each Rally	development to heighten ROI
- Honors Reunion	Quick turn-around of	Improvements to
- Filipino Fall Reunion	Downtown Breakfast/ strong partnership with UWAA	event spending to drive cost out of the
 McGoldrick Reception Alumni Advent Mass & 	Success reflected in solid and	system while retaining a level of
Reception	consistent attendance	quality and
Successful senior week event	Success reflected in positive feedback from faculty, staff & alumni.	customer service
 Alumni Open House for Seniors 		
- Sounders Alumni	Successful attendance	

evening with special invitation to Seniors

Improved feedback on overall presentation and program



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	Successful commencement activities - Improved Commencement Brunch - Launch of Alumni Marketing message and collateral Re-launch of SU Faculty & Staff Alumni Chapter Sustained and successful regional events	Drove uptick in Social Media and alumni gear sales Success reflected in solid and consistent attendance	Portland Pre-Game Rally Bay Area Alumni Event (2) Honolulu Alumni Event Washington, DC Alumni Event Southern California alumni event Student Send Off
Establish great Benefits and Services for the Alumni Association	Development of a campus wide collaboration calendar Career Services - Veterans Networking Night - 4 Career Workshops - 1 LinkedIn training - Career Expo with strong alumni presence - Inclusion of Career Services in monthly SU Voice Athletics - 8 Pre-Game Rallies - 2 RedOuts in support of athletic events - Launch of alumni gear site in partnership with Athletics	Improvements in campus wide programming Improvements in scheduling and coordinating resources Gained efficiencies and reduced double booking Success reflected in positive feedback from faculty, staff & alumni Improved quality of programming, locations, and overall audience experience. Increased Participation & Satisfaction with each Rally	Support of request and recruiting of Assistant Director of Alumni Career Engagement for Career Services



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	Service & Spirituality		
	 Improved partnership with Magis National Jesuit Alumni Day of Service (1st) 15th Anniversary of Chapel Advent Mass Chapters New Chapters in Chicago and Wash, DC New commitment to sustained communication with all chapter leaders 	Successful Chicago & DC chapter participation Successful Chapter Kick offs	Secured endorsement from Governor of Washington First time use of alumni choir Complete update to Chapters manual and bylaws Creation of Chapter in a Box
Improve Effectiveness of the Alumni Board and Engagement with Alumni Association	Updated charter and bylaws Increased event attendance and visibility Transformed to disciplined group of volunteer leaders with responsibilities and commitments Launched ABoG web site Relaunched Student Alumni Ambassadors Launched Young Alumni Council	Evidenced by updated bylaws, confirmed committee assignments, giving expectation set with 90% ABoG giving in FY12-13 Recruited 30 Student Alumni Ambassadors	Inducted 14 new SAA members Established signature event, Hawk to Hawk Series, with alumni speakers Established co- chairs and strategic plan Co-hosted alumni holiday social before Tree lighting

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.