



Division of University Advancement 2013 Assessment Report

University Advancement supports the University's strategic vision of becoming the University of First Choice by creating and stewarding meaningful, long-term relationships with alumni, friends and other stakeholders with the delivery of an integrated program of engagement, communications and marketing. Priority II (People), Priority III (Communication) and Priority IV (Funding) of the University's Strategic Plan are particularly relevant to the work of University Advancement, which is responsible for:

- Building pride and tradition among alumni, faculty, staff, students, families and community members
- Promoting brand awareness and communicating the University's story
- Securing private and public financial support

The division comprises the Southeast Missouri University Foundation, Alumni Relations, and Marketing and University Relations. It supports the University's commitment to quality improvement and planning and employs the Plan-Do-Study-Act cycle in its quality improvement efforts.

| Objectives | Indicators of Success | Responsible Departments | FY13 Target Outcomes | Status/Comments |
|---|---|-------------------------|---|-----------------|
| Continue silent phase of \$40 million comprehensive campaign | Establish 20 new major gift relationships | Development Officers | Monthly D.O. meetings | |
| Improve tracking and reporting of comprehensive campaign gifts | Up-to-date database and industry-standard reports | Foundation Staff | December 2012 | |
| Increase donor support of the Annual Fund | 10% increase in giving | Annual Fund | Monthly reports | |
| Increase the number of planned gift arrangements | Completion of 10 new planned gift arrangements | Planned Giving | Monthly review, due 6/13 | |
| Continue fundraising efforts for college and department initiatives | Attainment of financial goal | Development Officers | Monthly review, due 6/13 | |
| Continue improvement in usability of alumni database | Number of mailable alumni records | Alumni | Quarterly progress reports | |
| Increase KRCU memberships and corporate support | 5% increase in memberships and attainment of financial goal | KRCU Development | Membership drives and corp. contacts reviewed monthly | |

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| Increase Athletics total marketing revenue | 20% increase in revenue | Athletic Development | Monthly review, due 6/13 | |
| Increase Redhawks Club memberships | Attainment of goal of 600 members | Athletic Development | Monthly review, due 6/13 | |
| Increase funding for Athletics from Walk for Women | Attainment of financial goal | Athletic Development | March 2013 | |
| Develop program to increase planned gifts for Athletics | Implementation of program | Planned Giving/Athletic Development | Done 6/13 | |
| Assess and improve programs and services to enhance alumni engagement with the University | Number of attendees at events and participants in programs Number of donors and total gifts | Alumni/Annual Fund | Monthly reports | |
| Increase Student Alumni Association membership | Attainment of goal of 250 members | Alumni | Monthly reports | |
| Increase number of One Minute Mentor program alumni/student matches | Attainment of goal of 150 alumni/student matches | Alumni | Due 12/12 | |
| Continue to expand and enhance marketing services to campus clients | Meeting of deadlines, number of clients served, client satisfaction with completed projects | Marketing and University Relations | As defined | |
| Provide internal and external constituents continuing coverage of campus renovation projects | Accurate and complete information of building and parking changes along with documentation of progress on projects | Web Design and Support/ Digital Imaging | Monthly | |
| Provide website support to campus community | Number of tickets completed | Web Design and Support | Monthly Assessment | |
| Enhance media coverage of University news and events | Number of news releases distributed and social media posts | News Bureau | Monthly Assessment | |
| Assess and enhance marketing efforts for Admissions | Attainment of enrollment goals | Publications/ Public Services | Monthly Review | |
| Assess and enhance marketing efforts for River Campus events | Event ticket sales | Marketing and University Relations | Monthly Review | |
| Develop and produce cohesive marketing and advertising materials for all Athletics sports teams | Increase in event attendance and sponsorships | Marketing and University Relations | Quarterly Review | |
| Continue improvement in meeting digital image needs for print, online and broadcast projects | Growth in photo archive and number of videos produced | Video/Digital Imaging | Monthly Review | |

