

## Example Administrative Use of Results Report

**For Academic Year:** 2007-2008

**Department:** Alumni Relations

**Submission Date:** August 15, 2008

### Assessment Results:

**The Communication and Event Tracking Log** indicates that at least 25 people attended the alumni events held in the 10 designated states in the prior fiscal year. The first three quarters netted personal contacts with 60 new alumni; however, the fourth quarter indicated that only 2 contacts were made. The total of 62 for the year shows an improvement of 10 new contacts over the 2007-2008 fiscal year. (Intended Outcomes 1 & 3)

All ratings on the **Alumni Survey** met or exceeded last year's results in the range of 90-96% for 2007-2008 as compared to 88-94% for 2006-2007 administration, except one area. Only 60% of the alumni agreed and strongly agreed that the university had communicated with them about the accomplishments of student academic teams in their competitions. Several comments indicated that there was no real communication about the SIFE's and NIFA's team outcomes from their competitions. (Intended Outcomes 1, 2 & 4)

Minutes from the **Focus Groups** indicated overall satisfaction and success for the homecoming weekend; however, approximately half of the participants expressed concern about the advance communication- that it was unclear and/or they did not receive the e-mail. (Intended Outcome 4)

**Raiser's Edge reports** indicated that annual revenue for scholarships from traditional alumni reached \$198,000 and funding from nontraditional alumni reached \$15,000. Although this goal was not met, the increase was \$15,000 over the prior year, so the goal will be retained at the same level for the 2008-2009 fiscal year. Gift receipts for the Alumni Foundation totaled \$300,150 for the year. (Intended Outcomes 5 & 6)

### Modifications Made:

**For Intended Outcomes 1, 3, 5, and 6-** No modifications are recommended at this time.

**For Intended Outcome 2-** Alumni Council analyzed results & recommended improvements. Department has met with the deans of the academic areas and implemented a method for their submission of team results within one week of the competition. (Minutes of Meeting of Deans attached)

**For Intended Outcome 4-** Alumni Council analyzed results & recommended improvements. Due to the implementation of many anti-spam devices by the networks of alumni, the Alumni Office will return to paper communication in addition to e-mail. The web page will be revised by December 2007 to include an annual calendar of alumni events. (Snapshot of web page before & after attached)

### Dissemination/Discussion:

- The Communication & Event Tracking Log and Raiser's Edge Reports are totaled quarterly and analysis provided to the Vice President for Advancement.
- Results of the Alumni Survey are shared with the VP for Advancement along with analysis from the Alumni Council

- Minutes for the post-homecoming focus groups are distributed to the VP for Advancement along with analysis from the Alumni Council.

Through the Eyes of an IE Evaluator  
Maria D. Palmer, EVP for External Relations, LeTourneau University  
SACS Annual Meeting, Monday, December 7, 2009, 10:30-11:30 a.m.