

Assessment Report – 2013-2014 Academic Year

Alumni Relations

Mission Statement:

The Mission of Alumni Relations is to build and maintain a strong and mutually beneficial relationship between the University and its alumni. Alumni Relations encourages alumni to be lifelong stewards and participants in the Kean community and promotes philanthropic support of the University and Foundation, as well as champions the University's mission.

Vision Statement:

The Alumni Relations office will be responsive, engaging and proactive in its interactions with all alumni as it continues to support Kean University and the Foundation by advancing meaningful relationships between the alumni and the University.

Goals and Objectives		
Goal 1: To Develop and Maintain thorough and accurate profile for Kean alumni.		
Objective	Data Results	Action Taken Based on Data Collected
1.1: To increase the total percentage of accurate information (demographics, employment, and interests) on Kean alumni to effectively target and engage alumni.	Engaged Harris Connect to update alumni information. Reports from Harris Connect provided the following: Master Records updated increased from 22.4% to 27%, Residential updates increased from 3.9% to 8%, Residential Phone updates increased from 12.2% to 19.5%, Total email updates increased from 7.7% to 11%. The final configuration for the alumni database for AY 2014: Current address 82%, Current Email addresses 31% and current alumni business addresses 34%.	In progress as data will be imported into via Raiser's Edge.
1.2: Identify the 203 graduating class' personal email addresses.	Working in collaboration with the Registrar's office and externally with Blackbaud to append cellphone and email addresses of recent alumni records.	In progress as data will be imported into via Raiser's Edge.

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Goal 2: Increase the philanthropic support for Kean University from its alumni.		
Objective	Data Results	Action Taken Based on Data Collected
2.1: Alumni Relations partners with the Foundation and development team to educate alumni on the importance of giving to Kean.	FY14 yielded a 126% increase in alumni giving.	Included financial solicitation in all electronic/ mail information and event invitations sent to all alumni. Create a semi-annual report to track revenue. Weekly meetings with IA team.

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<p>2.2: To develop a 12-15 member Alumni Leadership Initiative (ALI) committee that will work under the auspices to increase the philanthropic support to the university. The committee will commence in the Fall of 2013.</p>	<p>FY14 The Alumni Leadership Initiative held 3 Chair Meetings, 4 Council Meetings and 2 Networking Events.</p>	<p>The Alumni Leadership Initiative (ALI) was created in 2013 for Kean University's young professional community. For the Foundation, the ALI provides better access to a valuable market audience and cultivates our next generation of Foundation leadership. It also taps into an important source of revenue and raises awareness of the achievements and aspirations of Kean University. In addition to quarterly meetings, the ALI has hosted a wine tasting event in Wallington, NJ, a reception and tour of CNBC in Englewood Cliffs, a Christmas reception at Alumni House on the East Campus, and a leadership/media conference for core members. The ALI co-chairs, Kimberly Bace and Jerome Beazer, both received their Global MBA from Kean. They each have a seat on the Alumni Board of Directors for as long as they hold the position of co-chair.</p>
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<p>Goal 3: Utilize all resources of social media, web and other marketing resources to promote events and further engage alumni.</p>		
Objective	Data Results	Action Taken Based on Data Collected

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<p>3.1: To utilize marketing and communication strategies to cultivate and engage alumni.</p>	<p>Facebook likes 1876 (5.4% increase from FY13) Linkedin 897 (47.29% increase from FY13) Twitter 254 Followers and 367 Tweets (92.4% increase from FY13) Pinterest 22 Followers Instagram 115 Followers Youtube 3 Subscribers</p> <p>Also, please see attached Google Analytics Audience Overview for Alumni Relations Website</p>	<p>We continue to track and promote our social media followers.</p> <p>Switched from IModules to a Blackbaud platform that provides for the better capture, tracking and updating of alumni information.</p> <p>Weekly updates of Facebook, Twitter, email blasts, alumni webpage and LinkedIn networks. Continue to issue monthly e-newsletters to alumni.</p>
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Goal 4: Provide alumni-specific programs and events to engage and cultivate alumni.		
Objective	Data Results	Action Taken Based on Data Collected
<p>4.1: To provide programs and events that engages and cultivates alumni</p>	<p>We experienced a 45% increase in attendance at Alumni Receptions and a 13% dip in attendance at Reunions between FY13 and FY14.</p>	<p>Continue to monitor the alumni participation and track the disconnected alumni that have reconnected.</p>
<p>4.2: To provide alumni with programs and events that are of interest pertains to their major or a specific need</p>	<p>Undetermined</p>	<p>Survey alumni regularly to capture interest information.</p> <p>Create ad-hoc committees with pertinent departments/ organizations to plan and promote upcoming events.</p>

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***Due to staffing issues the following Goals and Objectives as outlined in the Assessment Plan for 2013 -2014 were not addressed. Once the new Alumni Director joins the Team, these Goals and Objectives will be re-evaluated to determine if and how they fit into the strategy for Alumni Relations.

- 1) Develop and begin to implement a Freshman Recruitment Plan to attract full-time freshman to enroll in Kean University
 - a) Responsible Individual: Vice President of Institutional Advancement; Alumni Association Board Committee and ALIs Committee; and Director of Alumni Relations (to be hired)
 - b) Measures: Freshman Recruitment Plan Recruitment Plan under development by Alumni Board and ALIs; target – 3% of 1700 average freshman class over 2 years =51 new full-time freshman by fall 2016
 - c) Timeline with Milestones: By 2/28/14 Plan Development begins; 5/15/14 Plan in place and approved by ALIs & Alumni Board and 5/30/14 implementation begins.