For Administrative Support and Student Support Units

Informed by your assessment activities, what changes have you made in your unit in the last three to five years? Describe the changes, the general results that prompted the changes, and the impact on your unit's clients/customers that you might attribute to these changes.

Over the past three years, the unit (Alumni Affairs) has modified its existing 12-month membership strategic plan. While the plan had been successful and resulted in increased unrestricted contributions to the Alumni Fund, we made modifications to capitalize on recent "successes" or achievements experienced by The University of Alabama.

- We modified standard membership solicitations (e-mail, direct mail) to highlight and capitalize on recent athletic national championships.
- We timed solicitations to follow announcements regarding the record growth in enrollment and quality of the student body.
- We initiated a campaign to re-engage lapsed members, capitalizing on UA achievements and offering half-price memberships.

In each of the last three years, the National Alumni Association has raised record amounts of unrestricted income. The strategic modifications listed above have contributed to this success.

Mission / Purpose

The National Alumni Association of The University of Alabama exists to establish and carry out means by which the University can regularly communicate with and serve alumni and to provide a mechanism through alumni and friends can communicate with and serve the University. The intent of this partnership is to ensure the continued excellence of The University of Alabama.

Other Outcomes, with Any Associations and Related Measures, Targets, Findings, and Action Plans

OthOtcm 1: Contributions to Alumni Fund
Increase annual contributions to the Alumni Fund.

**Connected Document**
Alumni Affairs Timetable

**Related Measures**

**M 1:** Review the Alumni Fund weekly report which lists number of contributors
Review the Alumni Fund weekly report which lists number of contributors.
Source of Evidence: Activity volume

**Connected Document**
Alumni Affairs Timetable

**Target:**
The NAA’s goal is to increase paid memberships to 34,500

**Finding (2013-2014) - Target: Partially Met**
Summary of Results: As of March 31, 2014, the NAA had 34,075 members compared with 33,940 members at the same time in 2013.

Interpretations and Conclusions: The regular monthly membership campaign including email blasts, direct mail and the call center contributed to the increase.

**M 2:** Quarterly review of the Alumni Fund by the Association’s Executive committee
Quarterly review of the Alumni Fund by the National Alumni Association’s Executive committee.
Source of Evidence: Administrative measure - other

**Connected Document**
Alumni Affairs Timetable

**Target:**
The Alumni Fund department will make a formal report to the EC at every Executive Committee meeting.
Finding (2013-2014) - Target: Partially Met
Summary of results: The Alumni Fund department made a formal report to the Executive Committee at the 1/14 meeting, the only meeting which has occurred in this fiscal year, and unrestricted giving is up at this time.

Interpretations and Conclusions: The increase in unrestricted giving ties to record NAA membership.

OthOtcn 2: Student recruitment--Discovering BAMA
Assist the admissions office with student recruitment by providing prospective students and their parents a high quality personalized campus visit through the program called Discovering BAMA.

Connected Document
Alumni Affairs Timetable

Relevant Associations:
This objective is aligned with Strategic Plan Goal #2.

Related Measures

M 3: Number of prospective students who participate
Quarterly review of the Discovering BAMA program by the Association’s Executive Committee to measure the number of prospective students who participate in this personalized campus visit.
Source of Evidence: Activity volume

Connected Document
Alumni Affairs Timetable

Target:
The NAA will increase the number of prospective students participating in the Discovering BAMA program each year.

M 4: Feedback received from a follow up correspondence
Feedback received from a follow up correspondence the Discovering BAMA coordinator sends to parents and prospective students immediately following their participation in this program.
Source of Evidence: Client satisfaction survey (student, faculty)

Connected Document
Alumni Affairs Timetable

Target:
The NAA would like to receive feedback from at least 50% of the prospective students and/or prospective student's parents during the year.

Related Action Plans (by Established cycle, then alpha):
Discovering BAMA survey
Established in Cycle: 2011-2012
Currently reviewing our Discovering BAMA follow-up questionnaire and exploring possible refinements.

For full information, see the Details of Action Plans section of this report.

OthOtcn 3: Host websites for alumni chapters
Host and update a website for every alumni chapter that requests this service.

Connected Document
Alumni Affairs Timetable

Related Measures

M 5: Number of chapters who have chosen for us to host their website
Bi-weekly review of progress at departmental staff meeting to track the number of chapters who have chosen this service and to solve technical issues encountered by our chapters who wish to participate.
Source of Evidence: Activity volume

Connected Document
Alumni Affairs Timetable

Target:
Increase the number of Alumni Chapter websites hosted and maintained.

M 6: Monthly inspections of every alumni chapter website
Monthly inspections, by an alumni association staff member, of every alumni chapter website to ensure they are updated and current.
Source of Evidence: Administrative measure - other

Connected Document
Alumni Affairs Timetable

Target:
Each chapter website hosted by the NAA will be inspected every month.

OthOtcn 4: Sales of UA collegiate license plates
Increase sales of UA automobile collegiate license plates to grow the Association's Scholarship Program.

Connected Document
Alumni Affairs Timetable

Related Measures

M 7: Report which lists monthly sale of UA collegiate license plates
Review of the Alumni Fund report which lists monthly sale of UA collegiate license plates and provides a comparison of the tag sales for the same period of the prior year.

Source of Evidence: Activity volume

**Connected Document**
Alumni Affairs Timetable

**Target:**
The NAA's goal is to increase the number of UA collegiate license plates sold and proceeds received annually.

**OthOtm 5: Alumni Communications**
Ensure there is the opportunity for clear and effective communication between The University of Alabama and her alumni.

**Connected Document**
Alumni Affairs Timetable

**Related Measures**

**M 8: Invite senior administrators to address alumni leaders**
Invite the University of Alabama President, vice presidents, and director of admissions, to address the alumni executive committee at its annual workshop, and to address alumni chapter presidents and student recruitment coordinators at their annual alumni chapter leadership workshop.

Source of Evidence: Discussions / Coffee Talk

**Connected Document**
Alumni Affairs Timetable

**Target:**
The NAA's goal is to have The University of Alabama's president address the NAA Executive Committee and/or Alumni Council at least once a year.

**M 9: Produce Alabama Alumni Magazine**
Produce, on a quarterly basis, Alabama Alumni Magazine which carries articles and announcements on University events, faculty/staff, students, and alumni.

Source of Evidence: Administrative measure - other

**Connected Document**
Alumni Affairs Timetable

**Target:**
Produce four issues of the Alabama Alumni Magazine a year (Fall, Winter, Spring, and Summer).

**Related Action Plans (by Established cycle, then alpha):**

**Magazine new member promotion**
*Established in Cycle: 2011-2012*
Looking into possibility of sending copies of Alabama Alumni Magazine to non-members of the National Alumni Association as a promotion to increase number of active NAA members.

Source of Evidence: Alumni Communications

**Projected Completion Date:** 12/2012
**Responsible Person/Group:** Coordinator of Student and Young Graduate Programs

**Discovering BAMA survey**
Currently reviewing our Discovering BAMA follow-up questionnaire and exploring possible refinements.

*Established in Cycle: 2011-2012*
**Implementation Status:** In-Progress
**Priority:** High

**Relationships (Measure | Outcome/Objective):**
*Measure: Feedback received from a follow up correspondence | Outcome/Objective: Student recruitment--Discovering BAMA*

**Projected Completion Date:** 12/2012
**Responsible Person/Group:** Coordinator of Student and Young Graduate Programs

**Promoting membership into the Alabama Alumni Association**
Created and implemented a TV commercial promoting membership into the Alabama Alumni Association. Target market - all Alabama fans (alumni, parents, students and non-graduates) who live in central and West Alabama.

*Established in Cycle: 2012-2013*
**Implementation Status:** Planned
**Priority:** High

For full information, see the Details of Action Plans section of this report.

**Details of Action Plans for This Cycle (by Established cycle, then alpha)**

**Magazine new member promotion**
Looking into possibility of sending copies of Alabama Alumni Magazine to non-members of the National Alumni Association as a promotion to increase number of active NAA members.

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Established in Cycle: 2013-2014
Implementation Status: Planned
Priority: High
Mission / Purpose

The National Alumni Association of The University of Alabama exists to establish and carry out means by which the University can regularly communicate with and serve alumni and to provide a mechanism through alumni and friends can communicate with and serve the University. The intent of this partnership is to ensure the continued excellence of The University of Alabama.

Other Outcomes, with Any Associations and Related Measures, Targets, Findings, and Action Plans

OthOtcn 1: Increase contributions to Alumni Fund

Obtain additional contributions to the Alumni Fund.

Connected Document
Alumni Affairs Timetable

Related Measures

M 1: Review the Alumni Fund weekly report which lists number of contributors

Review the Alumni Fund weekly report which lists number of contributors.

Source of Evidence: Activity volume

Connected Document
Alumni Affairs Timetable

Target:
The NAA's goal is to increase paid memberships to 32,000

Finding (2012-2013) - Target: Met

Summary of Results: The NAA increased paid memberships by 430 to 34,043 during the year.

Interpretations and Conclusions: Membership met our expectations. We imagine that with all the positive momentum that The University of Alabama is currently experiencing is contributing to these results.

OthOtcn 2: Student recruitment--Discovering BAMa

Assist the admissions office with student recruitment by providing prospective students and their parents a high quality personalized campus visit, the program is called Discovering BAMa.

Connected Document
Alumni Affairs Timetable

Relevant Associations:
This objective is aligned with Strategic Plan Goal #2.

Related Measures

M 3: Number of prospective students who participate

Quarterly review of the Discovering BAMa program by the Association’s Executive Committee to measure the number of prospective students who participate in this personalized campus visit.

Source of Evidence: Activity volume

Connected Document
Alumni Affairs Timetable

Target:
The NAA would like to increase the number of prospective students participating in the Discovering BAMa program each year.

Finding (2012-2013) - Target: Met

Summary of Results: 205 prospective students participated in the Discovering BAMa program this year.
versus 192 last year.

Interpretations and Conclusions: The number of Discovering BAMA tours continue to meet our exceptions. We imagine that with all the positive momentum that The University of Alabama is currently experiencing is contributing to these results.

**M 4: Feedback received from a follow up correspondence**
Feedback received from a follow up correspondence the Discovering BAMA coordinator sends to parents and prospective students immediately following their participation in this program.

Source of Evidence: Client satisfaction survey (student, faculty)

Related Document
Alumni Affairs Timetable

**Target:**
The NAA would like to receive feedback from at least 50% of the prospective students and/or prospective student's parents during the year.

**Finding (2012-2013) - Target: Met**
**Summary of Results:** Awareness of our Discovering BAMA program continues to grow and feedback from parents and/or prospective students is helping us "fine tune" our tours.

**Interpretations and Conclusions:** Promoting and explaining our Discovering BAMA program at alumni chapter functions around the country has dramatically increased the number of prospective student referrals our office is receiving. The feedback we have gotten from follow-up surveys to parents and/or prospective students has allowed us to make positive changes (i.e., more interaction with current students; longer, more meaningful visits with faculty, etc) to the Discovering BAMA program. The program grows as awareness has risen and the "popularity" of The University of Alabama increases around the country.

**Related Action Plans (by Established cycle, then alpha):**

**Discovering BAMA survey**
Established in Cycle: 2011-2012
Currently reviewing our Discovering BAMA follow-up questionnaire and exploring possible refinements.

For full information, see the Details of Action Plans section of this report.

**OthOtcm 3: Host websites for alumni chapters**
Host and update a website for every alumni chapter that desires this service.

Related Document
Alumni Affairs Timetable

**Related Measures**

**M 5: Number of chapters who have chosen for us to host their website**
Bi-weekly review of progress at departmental staff meeting to track the number of chapters who have chosen this service and to solve technical issues encountered by our chapters who wish to participate.

Source of Evidence: Activity volume

Target:
The NAA’s goal is to increase the number of Alumni Chapter websites hosted and maintained by at least 10 during the year.

**Finding (2012-2013) - Target: Met**
**Summary of Results:** The number of chapters asking us to host their websites has leveled off a bit, but activity on hosted sites remains high.

**Interpretations and Conclusions:** Many chapters chose to host/create their own websites. However, as the number of chapters grow and they become aware that we offer this service, website hosting by the National Alumni Association should increase. For those sites already hosted by the National Alumni Association, activity continues to increase.

**M 6: Monthly inspections of every alumni chapter website**
Monthly inspections, by an alumni association staff member, of every alumni chapter website to ensure they are updated and current.

Source of Evidence: Administrative measure - other

Target:
Each chapter website hosted by the NAA will be inspected every month.

**Finding (2012-2013) - Target: Met**
**Summary of Results:** Web Developer Robin Elmore and Manager of Chapter Development inspect each chapter website and made appropriate changes.

**Interpretations and Conclusions:** As chapter activity has increased, so have the number of changes to chapter websites. Most changes involve updating chapter events, listing new chapter officers and highlighting and updating chapter scholarship information.

**OthOtcm 4: Sales of UA collegiate license plates**
Obtain additional sales of UA automobile collegiate license plates to grow the Association's Scholarship Program.

Related Document
Alumni Affairs Timetable

**Related Measures**

**M 7: Report which lists monthly sale of UA collegiate license plates**
Review of the Alumni Fund report which lists monthly sale of UA collegiate license plates and provides a comparison
Review of the Alumni Fund report which lists monthly sale of UA collegiate license plates and provides a comparison of the tag sales for the same period of the prior year.

Source of Evidence: Activity volume

**Connected Document**
Alumni Affairs Timetable

**Target:**
The NAA's goal is to increase the number of UA collegiate license plates sold and proceeds received annually.

**Finding (2012-2013) - Target: Met**

**Summary of Results:** The UA collegiate license tag proceeds for FY 2012-2013 were $4,364,156 up $695,194 from the previous FY. Tag sales increased to $95,894 versus $80,605 from the previous FY (+19%).

**Interpretations and Conclusions:** Collegiate tag sales continue to exceed even our optimistic expectations. We imagine that The University of Alabama's continued academic and athletic success contributed to the popularity of the UA tag.

**OthOtm 5: Alumni Communications**
Ensure there is the opportunity for clear and effective communication between The University of Alabama and her alumni.

**Connected Document**
Alumni Affairs Timetable

**Related Measures**

**M 8: Invite senior administrators to address alumni leaders**
Invite the University of Alabama President, vice presidents, and director of admissions, to address the alumni executive committee at its annual workshop, and to address alumni chapter presidents and student recruitment coordinators at their annual alumni chapter leadership workshop.

Source of Evidence: Discussions / Coffee Talk

**Connected Document**
Alumni Affairs Timetable

**Target:**
The NAA's goal is to have The University of Alabama's president address the NAA Executive Committee and/or Alumni Council at least once a year.

**Finding (2012-2013) - Target: Met**

**Summary of Results:** President Judy Bonner spoke to our Executive Committee at our Executive Committee Workshop in June 2013 and Vice President for Advancement, Karen Baldwin, spoke at our Chapter Leadership Workshop in July 2013. In addition, Rick Funk, Director of Undergraduate Admissions, spoke at the Chapter Leadership Workshop in July 2013.

**Interpretations and Conclusions:** Having senior administrators address our alumni leadership has proved to be very effective in providing two-way communication between The University of Alabama and her alumni. This helps us achieve one of our main missions as an Alumni Association. We carry the message of UA to our alumni and give our alumni a voice in matters concerning the University.

**M 9: Produce Alabama Alumni Magazine**
Produce, on a quarterly basis, Alabama Alumni Magazine which carries articles and announcements on University events, faculty/staff, students, and alumni.

Source of Evidence: Administrative measure - other

**Connected Document**
Alumni Affairs Timetable

**Target:**
Produce four issues of the Alabama Alumni Magazine a year (Fall, Winter, Spring, and Summer).

**Finding (2012-2013) - Target: Met**

**Summary of Results:** Production schedule is on track to produce four issues of Alabama Alumni Magazine (Fall, Winter, Spring, and Summer).

**Interpretations and Conclusions:** Alabama Alumni Magazine continues to be one of our most effective communication tools. It is one of the most popular—if not the most popular—member benefits we offer. The magazine wins numerous national awards each year. Aside from helping the National Alumni Association achieve its mission of communication/connecting with alumni, the alumni magazine has driven new membership growth. As a promotion, we have sent copies of the magazine to non-members with an invitation to join. New memberships have resulted from this. We believe that the magazine is helping raise the profile of the University across the country, providing a connection to UA for our alumni and helping drive membership growth.

**Related Action Plans (by Established cycle, then alpha):**

**Magazine new member promotion**
*Established in Cycle: 2011-2012*
Looking into possibility of sending copies of Alabama Alumni Magazine to non-members of the National Alumni Association as a pro...

For full information, see the Details of Action Plans section of this report.

**Details of Action Plans for This Cycle (by Established cycle, then alpha)**

**Discovering BAMA survey**
Currently reviewing our Discovering BAMA follow-up questionnaire and exploring possible refinements.

**Established in Cycle: 2011-2012**
**Implementation Status:** In-Progress
**Priority:** High

**Relationships (Measure | Outcome/Objective):**
<table>
<thead>
<tr>
<th>Measure</th>
<th>Feedback received from a follow-up correspondence</th>
<th>Outcome/Objective</th>
<th>Student recruitment--Discovering BAMA</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Projected Completion Date:</strong> 12/2012</td>
<td><strong>Responsible Person/Group:</strong> Coordinator of Student and Young Graduate Programs</td>
<td></td>
</tr>
</tbody>
</table>

**Magazine new member promotion**
Looking into possibility of sending copies of Alabama Alumni Magazine to non-members of the National Alumni Association as a promotion to increase number of active NAA members.

**Established in Cycle:** 2011-2012  
**Implementation Status:** Planned  
**Priority:** High

**Relationships (Measure | Outcome/Objective):**

**Measure:** Produce Alabama Alumni Magazine  
**Outcome/Objective:** Alumni Communications

**Promoting membership into the Alabama Alumni Association**
Created and implemented a TV commercial promoting membership into the Alabama Alumni Association. Target market - all Alabama fans (alumni, parents, students and non-graduates) who live in central and West Alabama.

**Established in Cycle:** 2012-2013  
**Implementation Status:** Planned  
**Priority:** High
Mission / Purpose
The National Alumni Association of The University of Alabama exists to establish and carry out means by which the University can regularly communicate with and serve alumni and to provide a mechanism through alumni and friends can communicate with and serve the University. The intent of this partnership is to ensure the continued excellence of The University of Alabama.

Other Outcomes, with Any Associations and Related Measures, Targets, Findings, and Action Plans

OthOtm 1: Increase contributions to Alumni Fund
Obtain additional contributions to the Alumni Fund.

Related Measures

M 1: Review the Alumni Fund weekly report which lists number of contributors
Review the Alumni Fund weekly report which lists number of contributors.
Source of Evidence: Activity volume

Target:
The NAA's goal is to increase paid memberships to 32,000

Finding (2011-2012) - Target: Met
The NAA increased paid memberships by 2,394 to 33,613 during the year.

M 2: Quarterly review of the Alumni Fund by the Association's Executive committee
Quarterly review of the Alumni Fund by the Association's Executive committee.
Source of Evidence: Administrative measure - other

Target:
The Alumni Fund department will make a formal report to the EC at every Executive Committee meeting.

Finding (2011-2012) - Target: Met
The Alumni Fund department delivered a full report to the EC at each Executive Committee meeting this year.

OthOtm 2: Student recruitment--Discovering BAMA
Assist the admissions office with student recruitment by providing prospective students and their parents a high quality personalized campus visit, the program is called Discovering BAMA.

Related Measures

M 3: Number of prospective students who participate
Quarterly review of the Discovering BAMA program by the Association’s Executive Committee to measure the number of prospective students who participate in this personalized campus visit.
Source of Evidence: Activity volume

Target:
The NAA would like to increase the number of prospective students participating in the Discovering BAMA program each year.

Finding (2011-2012) - Target: Not Reported This Cycle
The Student and Young Grad Program representative position is currently vacant, so data not accessible.

M 4: Feedback received from a follow up correspondence
Feedback received from a follow up correspondence the Discovering BAMA coordinator sends to parents and prospective students immediately following their participation in this program.
Source of Evidence: Client satisfaction survey (student, faculty)
The NAA would like to receive feedback from at least 50% of the prospective students and/or prospective student's parents during the year.

Finding (2011-2012) - Target: Not Reported This Cycle
We are still refining our survey.

Related Action Plans (by Established cycle, then alpha):

Discovering BAMA survey
Established in Cycle: 2011-2012
Currently reviewing our Discovering BAMA follow-up questionnaire and exploring possible refinements.

For full information, see the Details of Action Plans section of this report.

OthOtcm 3: Host websites for alumni chapters
Host and update a website for every alumni chapter that desires this service.

Related Measures

M 5: Number of chapters who have chosen for us to host their website
Bi-weekly review of progress at departmental staff meeting to track the number of chapters who have chosen this service and to solve technical issues encountered by our chapters who wish to participate.

Source of Evidence: Activity volume

OthOtcm 4: Sales of UA collegiate license plates
Obtain additional sales of UA automobile collegiate license plates to grow the Association's Scholarship Program.

Related Measures

M 7: Report which lists monthly sale of UA collegiate license plates
Review of the Alumni Fund report which lists monthly sale of UA collegiate license plates and provides a comparison of the tag sales for the same period of the prior year.

Source of Evidence: Activity volume

OthOtcm 5: Alumni Communications
Ensure there is the opportunity for clear and effective communication between The University of Alabama and her alumni.

Related Measures

M 8: Invite senior administrators to address alumni leaders
Invite the University of Alabama President, vice presidents, and director of admissions, to address the alumni executive committee at its annual workshop, and to address alumni chapter presidents and student recruitment coordinators at their annual alumni chapter leadership workshop.

Source of Evidence: Discussions / Coffee Talk
Target:
The NAA's goal is to have The University of Alabama's president address the NAA Executive Committee and/or Alumni Council at least once a year.

Finding (2011-2012) - Target: Met
Interim President Judy Bonner spoke to our Executive Committee at the Alumni Luncheon in April 2012 and again at our Executive Committee Workshop in June 2012.

M 9: Produce Alabama Alumni Magazine
Produce, on a quarterly basis, Alabama Alumni Magazine which carries articles and announcements on University events, faculty/staff, students, and alumni.

Source of Evidence: Administrative measure - other

Details of Action Plans for This Cycle (by Established cycle, then alpha)

Discovering BAMA survey
Currently reviewing our Discovering BAMA follow-up questionnaire and exploring possible refinements.
Established in Cycle: 2011-2012
Implementation Status: Planned
Priority: High

Relationships (Measure | Outcome/Objective):
Measure: Feedback received from a follow up correspondence | Outcome/Objective: Student recruitment--Discovering BAMA

Projected Completion Date: 12/2012
Responsible Person/Group: Coordinator of Student and Young Graduate Programs

Magazine new member promotion
Looking into possibility of sending copies of Alabama Alumni Magazine to non-members of the National Alumni Association as a promotion to increase number of active NAA members.
Established in Cycle: 2011-2012
Implementation Status: Planned
Priority: High

Relationships (Measure | Outcome/Objective):
Measure: Produce Alabama Alumni Magazine | Outcome/Objective: Alumni Communications

Projected Completion Date: 12/2012
Responsible Person/Group: Alumni Publications
### III. Timetable: What Assessment Measures will be Administered When for Each Expected Outcome

<table>
<thead>
<tr>
<th></th>
<th>Outcome #1</th>
<th>Outcome #2</th>
<th>Outcome #3</th>
<th>Outcome #4</th>
<th>Outcome #5</th>
<th>Outcome #6</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>September</strong></td>
<td>Weekly review of donors to the alumni fund &amp; report to the Exec. Comm. on the donor count</td>
<td>Exec. Comm. Review of number of participants and feedback received from participants.</td>
<td>Staff review on the number of participating chapters and technical issues faced/overcome.</td>
<td>Alumni fund report on progress of tag sales</td>
<td>Mail Alabama Alumni Magazine to alumni and friends</td>
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<td>Exec. Comm. Review of the number of participants and feedback received from</td>
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<td>State Revenue Dept. Report listing tag sales of all schools for current and prior years</td>
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<td>Month</td>
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<td><strong>Staff review on the number of participating chapters and technical issues faced/overcome</strong></td>
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<td><strong>Alumni fund report on progress of tag sales</strong></td>
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<td>June</td>
<td><strong>Weekly review of donors to the alumni fund &amp; report to the Exec. Comm. on the donor count</strong></td>
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<td><strong>Exec. Comm. Review of the number of participants and feedback received from participants</strong></td>
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<td><strong>UA president and other key administrators address and take question from the Executive Committee. Mail Alabama Alumni magazine to alumni and friends</strong></td>
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<td>July</td>
<td><strong>Weekly review of</strong></td>
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<td><strong>State Revenue</strong></td>
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<td>donors to the alumni fund</td>
<td>participating chapters and technical issues faced/overcome</td>
<td>Dept. Report listing tag sales of all schools for current and prior years</td>
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