Analysis Questions and Analysis Answers

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.

Our unit is still less than three years old, as it was created in August 2012. Since that time, a communications specialist and a coordinator of annual giving have been added to the team. This has allowed us to expand the Student Affairs message while also increasing Student Affairs giving efforts. Two major examples are the increase in numbers for the Crimson Promenade (doubling orders each year for the past two years), and the creation of new programs such as the Student Affairs Leadership Society. Now that our office is no longer “new,” this year we hope to be able to hone our programs and bring them to a higher level that might not be necessarily reached in the early stages of a new unit. In the last two years, we have focused on developing our departmental staff and goals, which have been accomplished.

Mission / Purpose

University Advancement promotes and develops support for The University of Alabama. The main functions of the office are constituency relations, including alumni, public relations, and fundraising. While each of the divisions has primary responsibility for one area, each area's work reinforces and is reinforced by others.

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

OthOtcm 1: UA AWAY

Increase exposure, communication and educational efforts to inform constituents of the UA Away Endowed Scholarship.

Related Measures

M 4: Visits that included UA AWAY
Number of visits that included a conversation regarding UA Away

Source of Evidence: Activity volume

Target:
No Target set for this cycle

Finding (2013-2014) - Target: Not Reported This Cycle
Without a development officer for the majority of the academic year, this was not measured this year.

M 5: Communication Pieces re UA Away
Number of Communication pieces that include information regarding UA Away

Source of Evidence: Document Analysis

Target:
Not reported in this cycle

Finding (2013-2014) - Target: Not Reported This Cycle
Without a development officer for the majority of the academic year, this was not measured this year.

OthOtcm 2: Donor Goal- Visits

Increase contact with constituents, alumni and staff to maintain or exceed visit, solicitation and new donor goals.

Related Measures

M 1: Visits per month
The number of moves management visits per month

Source of Evidence: Activity volume

Target:
12 Per Month

Finding (2013-2014) - Target: Not Reported This Cycle
Without a development officer for the majority of the academic year, this was not measured this year.

M 2: Gift Solicitations/Proposals
The number of major gift solicitations/proposals per month

Source of Evidence: Activity volume

Target:
Not set for this cycle

Finding (2013-2014) - Target: Not Reported This Cycle
Without a development officer for the majority of the academic year, this was not measured this year.

M 3: New Prospective Donors
The number of new prospective donors per month

Source of Evidence: Activity volume

Target:
Not set at this time

Finding (2013-2014) - Target: Not Reported This Cycle
Without a development officer for the majority of the academic year, this was not measured this year.

OthOtcm 3: SA Hall of Fame
Hall of Fame Induction Ceremony Support

Related Measures

M 6: Division Support Hall of Fame
Division support (buy in)

Source of Evidence: Administrative measure - other

Target:
100% participation by offices

Finding (2013-2014) - Target: Met
Various offices within the division assisted, attended and provided financial support to Hall of Fame.

M 7: National Recognition
National Recognition

Source of Evidence: Administrative measure - other

Target:
Have the event recognized Nationally

OthOtcm 4: SALC Membership
Participation and membership on the Student Affairs Leadership Council will be reflective of its constituency

Related Measures

M 8: Council Members by Gender
Number of Council members by Gender

Source of Evidence: Administrative measure - other

Target:
Not reported in this cycle

Finding (2013-2014) - Target: Not Reported This Cycle
There is an even number of males and females on the Student Affairs Leadership Council - 56 men and 56 women.

M 9: Council members by Diversity
Number of Council members by ethnic background and geographical location

Source of Evidence: Administrative measure - other

Target:
1st year to collect this data

Finding (2013-2014) - Target: Not Reported This Cycle
4 members of SALC represent ethnically diverse backgrounds.

OthOtcm 5: Annual Giving
Student Affairs constituents will support campus and student life initiatives through annual giving efforts.

Related Measures

M 10: Annual Funds Raised
Total annual dollars raised through annual giving solicitations

Source of Evidence: Activity volume

Target:
Benchmark Year

Finding (2013-2014) - Target: Not Reported This Cycle
Total Annual Funds raised: $88,741
- Parents Fund: $63,141
- Crimson Promenade: $25,600

M 11: Annual Fund Giving Allocation to Initiatives
Total funding allocation to campus and student life initiatives by annual giving funds.

Source of Evidence: Activity volume

Target:
Benchmark

Finding (2013-2014) - Target: Met
LeaderShape Sponsorship - $30,000
- A six-day intensive leadership retreat for undergraduate students. LeaderShape is a national non-profit organization, which facilitates the curriculum for this program.

UA Away Scholarships - $15,000
UA Away Endowment - $20,000
- A scholarship initiative aimed to support students with financial need so that they may serve, study or work
away. Fundraising for this initiative began in 2011.

Dinner with Strangers - $2,000
- *Dinner with Strangers* is a collaborative event series which provides students with a unique opportunity to explore issues relevant to their own college experience by engaging in honest conversation with prominent members of the Tuscaloosa community.

The Big Event - $2,000
- A day of student community service overseen by the Community Service Center
Mission / Purpose

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

**OthOtcn 1: UA AWAY**
Increase exposure, communication and educational efforts to inform constituents of the UA Away Endowed Scholarship.

*Related Measures*

**M 1: Visits that included UA AWAY**
Number of visits that included a conversation regarding UA Away

- Source of Evidence: Activity volume
- **Target:**
  - No Target set for this cycle
  - **Finding (2012-2013) - Target: Met**
  - An average of 6/month visits focused on UA Away were completed.

**M 2: Communication Peices re UA Away**
Number of Communication pieces that include information regarding UA Away

- Source of Evidence: Document Analysis
- **Target:**
  - Not reported in this cycle
  - **Finding (2012-2013) - Target: Met**
  - UA Away was featured at SALC and in Capstone Magazine.

**OthOtcn 2: Donor Goal- Visits**
Increase contact with constituents, alumni and staff to maintain or exceed visit, solicitation and new donor goals.

*Related Measures*

**M 3: Visits per month**
The number of moves management visits per month

- Source of Evidence: Activity volume
- **Target:**
  - 12 Per Month
  - **Finding (2012-2013) - Target: Met**
  - Averaged 12 visits per month.

**M 4: Gift Solicitations/Proposals**
The number of major gift solicitations/proposals per month

- Source of Evidence: Activity volume
- **Target:**
  - Not set for this cycle
  - **Finding (2012-2013) - Target: Partially Met**
  - 20 gift solicitations/proposals were initiated in 2012-2013. Or 1.8 per month.

**M 5: New Prospective Donors**
The number of new prospective donors per month

- Source of Evidence: Activity volume
- **Target:**
  - Not set at this time
  - **Finding (2012-2013) - Target: Met**
  - 59 new prospects were established. An average of 4.9 per month.

**OthOtcn 3: SA Hall of Fame**
Hall of Fame Induction Ceremony Support

*Related Measures*

**M 6: Division Support Hall of Fame**
Division support (buy in)

- Source of Evidence: Administrative measure - other
**Target:** 100% participation by offices

Finding (2012-2013) - Target: Met
All departments within Student Affairs are supporting HOF in some capacity.

**M 7: National Recognition**
National Recognition
Source of Evidence: Administrative measure - other

Target: Have the event recognized Nationally
Finding (2012-2013) - Target: Partially Met
Because we are celebrating the 50th anniversary of desegregation on campus, we have had some national attention by individuals.

**OthOtcm 4: SALC Membership**
Participation and membership on the Student Affairs Leadership Council will be reflective of its constituency

**Related Measures**

**M 8: Council Members by Gender**
Number of Council members by Gender
Source of Evidence: Administrative measure - other

Target: Not reported in this cycle
Finding (2012-2013) - Target: Met
The composition of SALC remained the same this year with 52 male and 54 female.

**M 9: Council members by Diversity**
Number of Council members by ethnic background and geographical location
Source of Evidence: Administrative measure - other

Target: 1st year to collect this data
Finding (2012-2013) - Target: Partially Met
6 members of SALC represent ethically diverse backgrounds.
Mission / Purpose

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

OthOtcm 1: UA AWAY
Increase exposure, communication and educational efforts to inform constituents of the UA Away Endowed Scholarship.

Related Measures

M 4: Visits that included UA AWAY
Number of visits that included a conversation regarding UA Away
Source of Evidence: Activity volume
Target:
No Target set for this cycle
Finding (2011-2012) - Target: Not Reported This Cycle
Averaged 10 per month

M 5: Communication Peices re UA Away
Number of Communication pieces that include information regarding UA Away
Source of Evidence: Document Analysis
Target:
Not reported in this cycle
Finding (2011-2012) - Target: Not Reported This Cycle
Averaged 7 per month

OthOtcm 2: Donor Goal- Visits
Increase contact with constituents, alumni and staff to maintain or exceed visit, solicitation and new donor goals.

Related Measures

M 1: Visits per month
The number of moves management visits per month
Source of Evidence: Activity volume
Target:
12 Per Month
Finding (2011-2012) - Target: Partially Met
Averaged 10 visits per month

M 2: Gift Solicitations/Proposals
The number of major gift solicitations/proposals per month
Source of Evidence: Activity volume
Target:
Not set for this cycle
Finding (2011-2012) - Target: Not Reported This Cycle
Averaged 2.5 Major Gift solicitations/ proposals per month

M 3: New Prospective Donors
The number of new prospective donors per month
Source of Evidence: Activity volume
Target:
Not set at this time
Finding (2011-2012) - Target: Not Reported This Cycle
Averaged 3 new prospective donors each month

OthOtcm 3: SA Hall of Fame
Hall of Fame Induction Ceremony Support

Related Measures

M 6: Division Support Hall of Fame
Division support (buy in)
Source of Evidence: Administrative measure - other
Target:
100% participation by offices

**Finding (2011-2012) - Target: Met**

Offices in the division assisted in providing support for the event.

**M 7: National Recognition**
National Recognition
Source of Evidence: Administrative measure - other

**Target:**
Have the event recognized Nationally

**Finding (2011-2012) - Target: Not Reported This Cycle**
The organizing committee decided against this for the 2011-2012 event.

**OthOtcm 4: SALC Membership**
Participation and membership on the Student Affairs Leadership Council will be reflective of its constituency

**Related Measures**

**M 8: Council Members by Gender**
Number of Council members by Gender
Source of Evidence: Administrative measure - other

**Target:**
Not reported in this cycle

**Finding (2011-2012) - Target: Not Reported This Cycle**
52 of the members are male and 54 members are female. This composition is consistent with the composition of the student population

**M 9: Council members by Diversity**
Number of Council members by ethnic background and geographical location
Source of Evidence: Administrative measure - other

**Target:**
1st year to collect this data

**Finding (2011-2012) - Target: Not Reported This Cycle**
5 members of the Council have diverse ethnic backgrounds

**M 10: Membership by Professional Experience**
Number of Council members by professional experience
Source of Evidence: Administrative measure - other

**Target:**
Not set

**Finding (2011-2012) - Target: Not Reported This Cycle**
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