

Assessment Cycle

Academic Year 2016 – 2017

External Affairs

Division or Department: University Advancement

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Northwestern State University Mission:

Northwestern State University is a responsive, Student-oriented institution that is committed to the creation, dissemination, and acquisition of knowledge through teaching, research, and service. The University maintains as its highest priority excellence in teaching in graduate and undergraduate programs. Northwestern State University prepares its Students to become productive members of society and promotes economic development and improvements in the quality of life of the citizens in its region.

External Affairs Mission:

External Affairs is a diverse segment of the university that includes Athletics, Alumni, and Development, Wellness, Recreation and Activities Center (WRAC); The Robert Wilson Recreation Complex; NSU Press/Publications, Marketing and Branding, NSU TV, University Printing, the News Bureau, Photo Services and Sports Information. These offices provide services to promote a positive image for the university, maintain relationships with the media and engage alumni, prospective students, donors and government and civic leaders.

The Vice President for External Affairs supervises the units within his division, coordinates governmental relations for the University and directs numerous endeavors related to public relations, community service, promotions, marketing and institutional advancement. He works closely with the president and other vice presidents to implement university policies and procedures.

Each unit of External Affairs works the University community-at-large to recognize students and faculty, create awareness of news, programs, and services on campus and engage the community outside NSU by bringing them to campus for athletic, academic and cultural events and to utilize the WRAC and the Rec Complex. These units play an important role in showcasing the university and impacting enrollment, fundraising, alumni and community involvement, and other goals. The Division is directly involved in promoting a learning-centered environment, improving retention and graduation rates and maintaining a positive, student-oriented atmosphere.

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University Advancement Mission:

University Advancement includes Alumni and Development, the arms of the institution that reach out to alumni and community partners. The units' main goals are focused on fundraising, alumni relations, and institutional advancement. Personnel in University Advancement are responsible for directing programs and other functions related to fundraising, engaging alumni, and related activities. The Assistant Vice President of External Affairs for Advancement also serves as the executive director of the NSU Foundation and NSU Alumni Association serving as a liaison between the non-profit entity and the university. The AVPEAA manages the university's fundraising, identifying resources commensurate with university needs and priorities and solicits applications for corporate and foundation grants, estate planning and other financial planning, maintaining ties with key external constituents. The framework of this unit is promulgated through promoting the advancement of academic excellence by developing coalition among alumni, students, friends and the university community while supporting the university's traditions, values, and future.

Methodology: The assessment process includes:

- (1) Data from assessment tools (both direct – indirect, quantitative and qualitative) are collected and returned to the executive director;
- (2) The executive director will analyze the data to determine whether the applicable outcomes are met:
- (3) Results from the assessment will be discussed with the appropriate staff;
- (4) Individual meetings will be held with staff as required (show cause);
- (5) The executive director, in consultation with the staff and senior leadership, will determine propose changes to measurable outcomes, assessment tools for the next assessment period and, where needed, service changes.

Purpose:

To support and promote Northwestern State to alumni and community stakeholders, to raise funds to support the university, programming, scholarship and support for faculty and to increase engagement between the university, its alumni, and stakeholders.

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University Advancement

Service Outcomes:

SO 1

Ensure private funding is available to augment state operating funds in order to support faculty, staff, students, programs and capital projects needed to advance the institutional mission. These resources are acquired in the forms of endowment contributions and annual recurring support as specified for restricted and unrestricted use.

Measure 1.1

The NSU Foundation will increasingly secure private funding for the institution. The NSU Foundation keeps accounting records audited annually by a third party firm. These records are reviewed on an ongoing basis to monitor progress toward annual increases in yield. The target is to increase private dollars secured by 15%.

Measure1.2

The NSU Foundation will track effectiveness through proven development strategies. The NSU Foundation keeps records in the *Agilon* constituent management system allowing for the monitoring of a prospect management cycle composed of the 4 professional phases of the development cycle: identification, cultivation, solicitation, and stewardship. The target is for each development officer to cycle 50 prospects annually.

Measure 1.3

The NSU Foundation will maintain the number of current annual fund donors and increase the number of new annual fund donors. The NSU Foundation keeps records in the *Agilon* constituent management system on the number of individual donors giving on an annual basis. The target is to maintain the current number of individual donors and increase the number of new donors by 10% annually.

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Measure 1.4

The NSU Foundation will utilize a variety of giving vehicles including gifts of cash, transfers of stock, gifts in kind, matching gifts, and estate gifts to maximize avenues of securing diverse resources. The target is to ensure that constituents are informed annually of the range of giving options.

Sources:

NSUF Accounting Records
NSUF Annual Audited Financials
Alumni Columns Magazine
northwetsernalumni.com
afpnet.org

SO 2

Enhance constituent participation from both alumni and non-alumni supporters in the areas of membership, attendance, affinity efforts, and volunteer endeavors.

Measure 2.1

The NSU Alumni Association will increase membership to support outreach and awareness activities. The target for membership will be a 10 % increase.

Measure 2.2

The NSU Alumni Association will increase attendance at alumni socials and chapter gatherings. The NSU Alumni Association maintains records on the number of individuals participating in alumni chapter events and socials. The target for participation will be a 10% increase in attendance.

Measure 2.3

The NSU Alumni Association will increase awareness of fundraising and outreach endeavors through social media platforms with a focus on increasing institutional affinity. The NSU Alumni Association maintains social media outlets including *Facebook*, *Twitter*, and *Instagram*. The target is to increase exposure by 10% annually for both *Facebook* “likes” and *Twitter* “followers” and establish an *Instagram* account.

Measure 2.4

The NSU Alumni Association will seek support from alumni and non-alumni supporters for volunteer efforts focused on providing opportunities for graduating seniors and

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alumni seeking employment. The NSU Alumni Association maintains the demoNSUnite.net platform as a medium to achieve this goal. The target is to increase participation by 10%.

Measure 2.5

The NSU Alumni Association will increase engagement of non-traditional constituents by focusing on student participation and strategies to appeal to graduates of online programs. The target is to re-establish the NSU Student Alumni Association and send cost effective branded materials to online graduates.

Measure 2.6

The NSU Alumni Association will increase institutional affinity. The NSU Alumni Association surveys alumni annually using the *Imodules* survey tool to collect feedback related to overall sentiments towards the institution. The target is to receive 80% positive feedback.

Sources:

Agilon Constituent Records

Eventbrite Event Management Records

Imodules Survey Results

SO 3

The Office of University Advancement will maintain relationships with government agencies, elected officials and private business to ensure accomplished trends and needs based counterparts are current and effectively advanced.

Measure 3.1

The Office of University Advancement, in consultation with the University of Louisiana System, University President and Vice President of External Affairs, will maintain open lines of communication with elected officials concerning matters of public policy related to the advancement of higher education and the specific regional benefits and needs of the institution. Success is measured through increased communication and dialogue with the institution's regional delegation and corresponding support.

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Measure 3.2

The Office of University Advancement will seek out and secure public-private partnerships to efficiently satisfy the needs of the institution as an alternative to direct support. These symbiotic relationships will be evaluated on individual specific merit. The target is to increase the number of endeavors on an annual basis.

Sources:

Agilon Constituent Records
ticketsheet.ulsystem.edu
demonsumite.net

SO 4

Ensure that dollars raised are invested into the institution in an efficient and effective manner.

Measure 1.1

The Office of University Advancement will communicate regularly with the offices of University Recruiting, Financial Aid, Scholarships, and the various colleges to review availability of funding and determine calculated allocations of use. Success will be determined by ensuring that available scholarship dollars are used in conjunction with funds provided by the state to recruit and retain students in a cost effective manner.

Measure 1.2

The NSU Foundation/Office of University Advancement will compile and distribute an annual report to all stakeholders illustrating the impact of disbursements and highlighting donor specific fund performance. The target is to compile and submit the report in the fall of 2017.

Sources:

Office of University Advancement Meeting Interagency Meeting Minutes
NSUF Annual Report