



## 2018-2023 Strategic Planning Subgroup Submission

Submitted by: Philanthropic Giving and Alumni Engagement Subgroup

Date: 6/6/17

Goal 1: Broaden engagement for all constituents.

Strategy 3: **Raise awareness about the value and impact of engagement with faculty/staff/retirees and community to leverage expertise, provide welcoming environment, be a hub for life-long learning and showcase opportunities for activities.**

### Key Performance Indicator

- Baseline: RARE, Athletics, Arts, Selu, Conferences, Career, Camps, College programs, School Outreach, Library, Other
- Target
  - Annual (if applicable): Develop New collateral materials and messaging.
  - (2023): see timeline for specifics

Responsible Party: Primary: University Relations/University Advancement, Secondary: All other campus partners (Colleges, Deans, Faculty, student centers, library, HIPs, career services –community members, student organizations, etc.

Timeline: **2018** - Conduct survey of faculty, staff and retirees to determine baseline awareness of engagement importance & involvement. User friendly calendar for internal/external users

**2019** - Implement engagement collection strategy and determine better messaging to constituents that is informative, inclusive and inviting to campus (possibly using [www.next3days.com](http://www.next3days.com) as an example) and create a user friendly app that is linked as well.

Conduct survey of students and 2 regional alumni chapters to determine baseline awareness of engagement importance. Create at least 2 messaging components educating constituents about the how university rankings are determined.

**2020-2023** - Continued messaging

**2021** - Re-survey faculty, staff, retirees and students to determine if messaging is working

**2023** - Messaging would be highlighted in the welcome center budget for welcome area is within another goal 2020-2023

Budget: \$25,000 - \$50,000 annually for collateral materials\*

Other: \*Strategy- raise awareness