I. MISSION

The mission of the office of Alumni Relations is to build and maintain strong relationships with alumni and encourage their involvement in alumni and college activities. The Office of Alumni Relations holds numerous alumni social events and gatherings to foster alumni’s involvement with the college.

II. GOALS

1. Plan and host annual Homecoming Weekend.
2. Increase involvement in the Alumni Advisory board and assist the Alumni Advisory board in all of its efforts.
3. Enhance the relationship between Missouri Valley and its alumni.
4. Facilitate the development of Missouri Valley College by generating alumni awareness, loyalty and monetary gifts.
5. Plan and host alumni social to keep alumni engaged.

III. SERVICE OUTCOMES

1. Plan and host annual Homecoming Weekend that brings alumni back to campus and unites the campus.
2. Continue to add and sustain the AAB with appropriately diverse members who will have the obligation to serve and stay involved.
3. Grow and maintain contact/relationships with alumni and friends by showcasing these relationships through events (i.e. socials).
4. Keeping alumni informed about events and news, matching alumni to their interests.

IV. SERVICE DELIVERY MAP

Functions
1. Outreach
2. Public Relations
3. Alumni Relations
4. Database Management
5. Communication
6. Event Planning
7. Solicitation

<table>
<thead>
<tr>
<th>SERVICE OUTCOMES</th>
<th>Outreach</th>
<th>Public Relations</th>
<th>Alumni Relations</th>
<th>Database Mgmt</th>
<th>Communication</th>
<th>Event Planning</th>
<th>Solicitation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plan and host Homecoming</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td></td>
<td></td>
<td>x</td>
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<tr>
<td>Sustain AAB</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td></td>
<td>x</td>
<td></td>
<td>x</td>
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<tr>
<td>Maintain Alumni Records</td>
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<td></td>
<td>x</td>
<td></td>
<td></td>
<td></td>
<td>x</td>
</tr>
<tr>
<td>Find lost alumni</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td></td>
<td></td>
<td></td>
<td>x</td>
</tr>
<tr>
<td>Keep alumni updated on new and events</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td></td>
<td></td>
<td></td>
<td>x</td>
</tr>
<tr>
<td>Plan and host alumni socials</td>
<td>x</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>x</td>
</tr>
</tbody>
</table>

V. ASSESSMENT TOOLS

The most important service outcomes for the Alumni Relations office are to:
A. Grow and maintain contact/relationships with alumni and friends by showcasing these relationships through events (i.e. socials).
B. Keeping alumni informed about events and news, matching alumni to their interests.

The Alumni Relations Office uses the following assessment tools:
1. Measuring the number of alumni responding to inquiries compared to the amount of inquiries sent. Keeping attendance records of events to determine what events are most likely to attract the most alumni involvement. (Direct)
2. Third party survey by the Compass Group, of alumni experiences concerning their opinions and view of Missouri Valley College in relation to validity of a capital campaign and program function and efficiency. (Indirect)

VI. SUMMARY OF FINDINGS

Compass group findings indicated that alumni did not feel actively engaged with the Institution. It was suggested that more alumni events be held not only locally but throughout the United States.

Due to inefficient software available to maintain alumni records, recording keeping of alumni is extremely inadequate. There are several hundred “lost” alumni, meaning, we have no way of contacting them, to give them information about the College or invite them to an alumni event.

The AAB is a great asset that assists the planning of special events, and Homecoming, the AAB could be more active in finding lost alumni.
VII. LEVEL OF ACHIEVEMENT OF GOALS

The Alumni Relations Office reports a 200% increase in the amount of alumni events held. This has greatly surpassed the expectations of not only the Staff but alumni as well. This has also led to an increase in involvement from alumni and increased giving by alumni.

The Alumni Relations Office needs to find a more efficient way of keeping alumni records and finding “lost” alumni. There has been a slight decrease in the number of alumni who are “lost” but is still substandard to the Alumni Office.

Attendance of alumni social has increased in most areas around the United States. The Alumni Relations Office currently holds annual socials in Dallas, Texas, Phoenix and Tucson Ariz., New York/New Jersey, Kansas City, Mo., St. Louis, Mo., and Marshall, Mo. A social planned in Springfield, Mo., was cancelled due to lack to interest.

Participation in Homecoming activities has increased. Special emphasis has been placed on classes celebrating their 50th anniversary.

VIII. Staff/Clientele/Program information

Jodi White- Director of Alumni Relations

The Alumni Relations office falls under the Institutional Advancement umbrella which includes development and marketing and media relations, rather than thinking of themselves as a separate entity. Members of the Institutional Advancement office include:

Cindy Carnes- Institutional Advancement Office Coordinator
Eric Sappington- Vice President of Institutional Advancement
Chad Jaecques- Director of Media Relations
April Stottlemyre- Marketing & Communications Specialist
Paul Harmon- Institutional Advancement Graduate Assistant

Table 1. Staff Profile

<table>
<thead>
<tr>
<th>Total number of program staff</th>
<th>Full time</th>
<th>Part time*</th>
<th>GA Full time</th>
<th>GA Part time*</th>
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</thead>
<tbody>
<tr>
<td>Number of program staff by gender</td>
<td>female 3</td>
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<td></td>
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<tr>
<td></td>
<td>male 2</td>
<td>1</td>
<td></td>
<td></td>
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<tr>
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</tr>
<tr>
<td></td>
<td>Associate’s</td>
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<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Bachelor’s 3</td>
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</tr>
<tr>
<td></td>
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</tr>
<tr>
<td></td>
<td>Doctorate</td>
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<tr>
<td>Years of professional experience in area</td>
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<td>1</td>
<td></td>
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<tr>
<td>-----------------------------------------</td>
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<tr>
<td>6-10</td>
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<td>21+</td>
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</tbody>
</table>

**IX.  Analysis/Interpretation**

In summary, the Alumni Relations office has drawn the following conclusions with respect of program function and success.

Socials- the Alumni Relations Office currently holds annual socials in Dallas, Texas, Phoenix and Tucson Ariz., New York/New Jersey, Kansas City, Mo., St. Louis, Mo., and Marshall, Mo. A social planned in Springfield, Mo., was cancelled due to lack to interest. Staff members need to evaluate each social and see which are the best attended and if any are no longer effective in gaining alumni involvement. The Office could discuss adding socials elsewhere in the United States.

The Alumni Relations Office needs to find a more efficient way of keeping alumni records and finding “lost” alumni.

To help with solicitation of funds for the College, the Alumni Office should focus on matching alumni’s interest with an area on campus they could donate to.

Alumni attitude is at an all time high. With all of the improvements, alumni’s perception of the college is favorable. At a time when several alumni are looking at the College, the Alumni Office will try to keep them engaged.

**X.  Action plan**

Continue with alumni socials and events that have previously been successful.

A class representative program will be planned with the purpose to identifying active alumni from each graduating class and charging them with helping the Alumni Relations office keep in touch with their classmates.

Continue to add more emphases on alumni during Homecoming activities.