

# How Do You Know **Your Plan is Strong?**



Element	Ask yourselves...	What does our plan rubric look for?
1 Outcome	Does this outcome statement describe a measurable result or change that is clearly connected to our mission and goals (if any)? If not, we should probably reach out to OIA to help us strengthen the foundation of our plan.	<ul style="list-style-type: none"><li>• clearly relevant to and well-aligned with the unit's mission</li><li>• specific enough for evaluation yet broad enough to inform meaningful change</li><li>• measurable or observable</li></ul>
2 Measures	How will we collect evidence, and does at least one measure give us direct insight into our program or unit's effectiveness?	<ul style="list-style-type: none"><li>• appropriately aligned with their corresponding outcome</li><li>• include at least one direct measure for each outcome</li><li>• clear, detailed, and understandable to any reader</li></ul>
3 Criteria/Targets	How will we know when we've succeeded? What number proves it?	<ul style="list-style-type: none"><li>• well-described and directly aligned with the corresponding measures and outcomes</li><li>• meaningful with achievable benchmarks</li></ul>
4 Planning Process	How did our team collaboratively develop this particular plan and guide our assessment activities?	Answers the who, how, and when questions to demonstrate transparency, continuity, and accountability across time, personnel, and practices.
* Curriculum Matrix	Did we revisit our curriculum mapping? Where in our curriculum will assessment data actually be collected? <small>*academic programs only</small>	

# Alumni Office Plan

**Mission:** The Office of Alumni Relations fosters lifelong engagement and meaningful connections between alumni and the university through programs, events, communication, and service opportunities.

## 1 Outcome

SSO 1. Alumni will participate more actively in university events and communications.

## 2 Measures

### Measure 1 – Alumni Event Participation (Direct Measure)

The office will track attendance records for alumni events, including networking events, reunions, webinars, and regional alumni gatherings. Participation data will be compared to the previous academic year to evaluate changes in alumni engagement.

### Measure 2 – Alumni Communication Engagement (Indirect Measure)

The office will analyze alumni email engagement data, including open rates, click-through rates, and participation in digital campaigns. A brief alumni survey will also be distributed to gather feedback regarding communication effectiveness and engagement interest.

## 3 Criteria/Targets

**Measure 1 Criteria and Target:** Alumni event participation will increase by at least 10% compared to the previous academic year.

**Measure 2 Criteria and Target:** At least 70% of surveyed alumni will indicate that university communications increased their awareness of alumni opportunities and encouraged engagement with university activities.

## 4 Planning Process

The assessment plan was developed collaboratively by the Director of Alumni Relations, alumni engagement staff, and members of the Advancement leadership team. The office reviewed prior participation data, event attendance trends, email engagement reports, and alumni feedback collected from previous outreach efforts to identify alumni engagement as a priority area for assessment this year.

This outcome was selected because increasing alumni participation directly supports the office mission of strengthening alumni connections and engagement with the university community. The outcome was previously assessed during the 2022-23 cycle using event attendance and communication engagement metrics. Previous findings showed moderate engagement in virtual communications but lower participation in alumni events, particularly among recent graduates. Based on those findings, the office implemented expanded digital outreach efforts and increased targeted event promotion strategies for the current year.

Assessment findings will be collected and reviewed at the end of each academic term. Quantitative data will be analyzed using participation counts, attendance trends, and communication analytics, while qualitative feedback from alumni surveys will be reviewed to better understand engagement experiences and barriers to participation.

# How Do You Know **Your Report is Strong?**

## Element

## Ask yourselves...

## What does our report rubric look for?

5

Findings

What data and findings did each of our assessment measures reveal?

- complete and describes the actual data in an appropriate level of detail
- specific and aligned with measure and criteria
- grounded in evidence rather than assumptions

6

Analysis of Results

Looking at the full picture, what do our overall outcome results tell us? To what extent did our processes and services meet expectations or what impact did they have on student (or other applicable stakeholder) learning?

- evidence-based interpretation of findings across all measures
- clear and logical conclusion on the aggregated outcome result
- connects back to the outcome
- makes explicit connection between findings and action plans

7

Use of Results for Improvement

What changes, actions, or future assessment plans does our overall outcome result call for? How does this move our unit or program forward?

- connects and supports the findings and overall outcome results
- describes specific and realistic improvements based on results
- articulates how results will inform future planning and continuous improvement

8

Reporting Process

How did our team collaboratively develop this particular plan and guide our assessment activities? How do our current results connect to our previous assessment cycle, and what impact did our past action plans actually have?

Answers the who, how, what, and when questions to demonstrate transparency, continuity, and accountability across time, personnel, and practices.

# Alumni Office Report

Mission: The Office of Alumni Relations fosters lifelong engagement and meaningful connections between alumni and the university through programs, events, communication, and service opportunities.

1

Outcome

SSO 1. Alumni will participate more actively in university events and communications.

5

Findings

6

Analysis of Results

## Measure 1 – Alumni Event Participation (Direct Measure)

A total of 1,125 alumni participated in at least one university-sponsored alumni event during the year, compared to 1,080 alumni during the previous academic year. This reflected a 4.2% increase in alumni event participation. We did not meet the 10% target

## Measure 2 – Alumni Communication Engagement (Indirect Measure)

Email open rates averaged 48%, click-through rates averaged 19%, both exceeding prior-year averages. Additionally, 74% of survey respondents indicated that university communications increased their awareness of alumni opportunities and encouraged engagement with university activities. Target met.

Assessment findings suggest mixed results regarding alumni engagement during the 2025-26 academic year.

Although alumni event participation increased slightly compared to the previous year, the office did not meet its target of a 10% increase in participation. The findings indicate that while alumni remain engaged through digital communication and virtual outreach opportunities, increasing participation in in-person events continues to be a challenge. Informal alumni feedback suggests that event timing, travel distance, scheduling conflicts, and limited awareness may have contributed to lower-than-expected attendance at certain events.

In contrast, communication engagement results were strong and exceeded expectations. High email open and click-through rates, along with positive survey responses, suggest that alumni communications were effective in increasing awareness of university events and opportunities. These findings indicate that alumni are staying connected digitally even if that engagement is not consistently translating into higher in-person event participation.

Overall, the results suggest that the office's communication strategies are effective, but additional work is needed to better convert alumni interest and awareness into active event participation.

# Alumni Office Report cont.

Mission: The Office of Alumni Relations fosters lifelong engagement and meaningful connections between alumni and the university through programs, events, communication, and service opportunities.

1

## Outcome

SSO 1. Alumni will participate more actively in university events and communications.

7

## Use of Results for Improvement

8

## Reporting Process

Based on the assessment findings, the Office of Alumni Relations will implement several strategies aimed at improving alumni event participation during the next assessment cycle.

The office plans to:

- Conduct a scheduling and format review of alumni events to identify barriers to participation
- Increase early promotion and targeted marketing for major alumni events
- Expand hybrid and virtual participation options for selected events
- Develop more regionally focused programming to improve accessibility for alumni outside the immediate area
- Use survey feedback to identify preferred event types, times, and communication methods among alumni groups

Because communication engagement measures exceeded expectations, the office will continue current digital outreach practices while focusing additional efforts on translating communication engagement into event participation.

The annual assessment report was developed and reviewed collaboratively by the Director of Alumni Relations, alumni engagement staff, and Advancement leadership in May 2026 using participation records, communication analytics, and alumni survey findings collected throughout the fiscal year. The office reviewed previous assessment findings and participation trends to evaluate the effectiveness of outreach strategies implemented during the current cycle. Prior assessment discussions identified increasing alumni engagement as an ongoing priority area, particularly in relation to in-person participation and regional outreach efforts.

Assessment findings from all measures were reviewed collectively to determine overall outcome effectiveness, identify areas for improvement, and guide future alumni engagement planning and resource allocation decisions. Planned changes will be implemented beginning in the 2026-27 fiscal year and reassessed during the next assessment cycle in 2028-29.