
2 Goals 5 Objectives 5 Indicators 5 Criteria 5 Findings 5 Actions
### GOAL: Alumni Membership

**Objective**  
Alumni Clubs  
Increase the number of regional alumni clubs associated with the alumni association.  
*Associated Goals:* Alumni Membership, Alumni Support

| Indicator |  
|-----------|---|
| **Objective** | Alumni Clubs  
Increase the number of regional alumni clubs associated with the alumni association.  
*Associated Goals:* Alumni Membership, Alumni Support |
| **Indicator** | Increase Attendance At Events And Meetings  
Utilize meetings and events report noted on monthly Performance Measures Report. |
| **Criteria** | Increase Attendance/Participation  
Increase contact and stewardship in regions with concentrations of significant alumni populations |
| **Finding** | Increased attendance for meetings and events  
Increased attendance for meetings and events. |
| **Indicator** | Increase Membership  
Utilize Monthly Performance Measure Reports. |
| **Criteria** | Increase Membership  
Increase Membership by mass mailing to non active alumni, monthly email renewal reminders, and 30, 60, 90 renewal notices to lapsing members in addition to numerous membership appeals throughout the year. |
| **Finding** | Increased Annual Membership  
Increased Annual Membership in 2006-2007 from the prior year. |
| **Indicator** | Increase Regional Alumni Clubs  
Signed club petition and vote of approval by the Alumni Association Board of Directors (refer to board minutes). |
| **Criteria** | Regional Alumni Clubs  
Increase contact and stewardship in regions with concentrations of significant alumni populations |
| **Finding** | Club Aquisition  
Two clubs were acquired during 2006-2007. |
| **Indicator** | Increase Regional Alumni Events  
Increase the number of alumni events hosted annually. |
| **Criteria** | Increase Regional Alumni Events  
Increase contact and stewardship in regions with concentrations of significant alumni populations. |
| **Finding** | Increase Regional Alumni Events  
Regional alumni events increased from the prior year. |
| **Indicator** | Increase Sponsorships And Event Revenue  
Utilize Sponsor and Event Revenue spreadsheets. |
| **Criteria** | Increase Revenues  
Increase revenues through sponsorships and event dues by increasing contact and stewardship in regions with concentrations of significant alumni populations. |
| **Finding** | Increased Sponsorship Revenue  
Sponsorship revenue was increased for fiscal year 2007 from the prior fiscal year. |

**Actions for Objective:**

http://www.shsu.edu/sacs/compliance/report/assessment/levels_2006-2007/administrative_support/51/inde...
Action  Continue to develop regional clubs
This goal will remain constant for 2007-2008 fiscal year.
GOAL: Alumni Membership

**Objective**

**Financial Support**

Increase financial support of the alumni association by increasing Life Endowed Memberships, annual memberships and sponsorships.

*Associated Goals*: Alumni Membership, Alumni Support

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**Indicator**

Increase Attendance At Events And Meetings

Utilize meetings and events report noted on monthly Performance Measures Report.

**Criteria**

Increase Attendance/Participation

Increase contact and stewardship in regions with concentrations of significant alumni populations

**Finding**

Increased attendance for meetings and events

Increased attendance for meetings and events.

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**Indicator**

Increase Membership


**Criteria**

Increase Membership

Increase Membership by mass mailing to non active alumni, monthly email renewal reminders, and 30, 60, 90 renewal notices to lapsing members in addition to numerous membership appeals throughout the year.

**Finding**

Increase Annual Membership

Increased Annual Membership in 2006-2007 from the prior year.

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**Indicator**

Increase Regional Alumni Events

Increase the number of alumni events hosted annually.

**Criteria**

Increase Regional Alumni Events

Increase contact and stewardship in regions with concentrations of significant alumni populations.

**Finding**

Increase Regional Alumni Events

Regional alumni events increased from the prior year.

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**Indicator**

Increase Sponsorships And Event Revenue

Utilize Sponsor and Event Revenue spreadsheets.

**Criteria**

Increase Revenues

Increase revenues through sponsorships and event dues by increasing contact and stewardship in regions with concentrations of significant alumni populations.

**Finding**

Increased Sponsorship Revenue

Sponsorship revenue was increased for fiscal year 2007 from the prior fiscal year.

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**Actions for Objective:**

**Action**

Continue to increase sponsorship and event revenue

This goal will remain constant for 2007-2008 fiscal year.
GOAL: Alumni Membership

Objective: Meetings And Attendance
Increase the number of meetings and events, as well as attendance at events.
Associated Goals: Alumni Membership, Alumni Support

indicator
Increase Attendance At Events And Meetings
Utilize meetings and events report noted on monthly Performance Measures Report.

Criteria
Increase Attendance/Participation
Increase contact and stewardship in regions with concentrations of significant alumni populations

Finding
Increased attendance for meetings and events
Increased attendance for meetings and events.

Indicator
Increase Membership
Utilize Monthly Performance Measure Reports.

Criteria
Increase Membership
Increase Membership by mass mailing to non active alumni, monthly email renewal reminders, and 30, 60, 90 renewal notices to lapsing members in addition to numerous membership appeals throughout the year.

Finding
Increased Annual Membership
Increased Annual Membership in 2006-2007 from the prior year.

Indicator
Increase Regional Alumni Events
Increase the number of alumni events hosted annually.

Criteria
Increase Regional Alumni Events
Increase contact and stewardship in regions with concentrations of significant alumni populations.

Finding
Increase Regional Alumni Events
Regional alumni events increased from the prior year.

Indicator
Increase Sponsorships And Event Revenue
Utilize Sponsor and Event Revenue spreadsheets.

Criteria
Increase Revenues
Increase revenues through sponsorships and event dues by increasing contact and stewardship in regions with concentrations of significant alumni populations.

Finding
Increased Sponsorship Revenue
Sponsorship revenue was increased for fiscal year 2007 from the prior fiscal year.

Actions for Objective:

Action
Continue to increase event and meeting attendance
This goal will remain constant for 2007-2008 fiscal year.
GOAL: Alumni Membership

Objective: Membership Base
Increase active membership (Annual and Life Members) in the alumni association.

Associated Goals: Alumni Membership, Alumni Support

Indicator: Increase Attendance At Events And Meetings
Utilize meetings and events report noted on monthly Performance Measures Report.

Criteria: Increase Attendance/Participation
Increase contact and stewardship in regions with concentrations of significant alumni populations

Finding: Increased attendance for meetings and events
Increased attendance for meetings and events.

Indicator: Increase Membership
Utilize Monthly Performance Measure Reports.

Criteria: Increase Membership
Increase Membership by mass mailing to non active alumni, monthly email renewal reminders, and 30, 60, 90 renewal notices to lapsing members in addition to numerous membership appeals throughout the year.

Finding: Increased Annual Membership
Increased Annual Membership in 2006-2007 from the prior year.

Indicator: Increase Regional Alumni Events
Increase the number of alumni events hosted annually.

Criteria: Increase Regional Alumni Events
Increase contact and stewardship in regions with concentrations of significant alumni populations.

Finding: Increase Regional Alumni Events
Regional alumni events increased from the prior year.

Indicator: Increase Sponsorships And Event Revenue
Utilize Sponsor and Event Revenue spreadsheets.

Criteria: Increase Revenues
Increase revenues through sponsorships and event dues by increasing contact and stewardship in regions with concentrations of significant alumni populations.

Finding: Increased Sponsorship Revenue
Sponsorship revenue was increased for fiscal year 2007 from the prior fiscal year.

Actions for Objective:

Action: Increase Membership Base
This goal will remain constant for 2007-2008 fiscal year.
GOAL: Alumni Membership

Objective
Regional Alumni Events
Host annual alumni events in various regions around Texas with significant concentrations of alumni.
Associated Goals: Alumni Membership, Alumni Support

Indicator
Increase Attendance At Events And Meetings
Utilize meetings and events report noted on monthly Performance Measures Report.

Criteria
Increase Attendance/Participation
Increase contact and stewardship in regions with concentrations of significant alumni populations

Finding
Increased attendance for meetings and events
Increased attendance for meetings and events.

Indicator
Increase Membership
Utilize Monthly Performance Measure Reports.

Criteria
Increase Membership
Increase Membership by mass mailing to non active alumni, monthly email renewal reminders, and 30, 60, 90 renewal notices to lapsing members in addition to numerous membership appeals throughout the year.

Finding
Increase Annual Membership
Increased Annual Membership in 2006-2007 from the prior year.

Indicator
Increase Regional Alumni Events
Increase the number of alumni events hosted annually.

Criteria
Increase Regional Alumni Events
Increase contact and stewardship in regions with concentrations of significant alumni populations.

Finding
Increase Regional Alumni Events
Regional alumni events increased from the prior year.

Indicator
Increase Sponsorships And Event Revenue
Utilize Sponsor and Event Revenue spreadsheets.

Criteria
Increase Revenues
Increase revenues through sponsorships and event dues by increasing contact and stewardship in regions with concentrations of significant alumni populations.

Finding
Increased Sponsorship Revenue
Sponsorship revenue was increased for fiscal year 2007 from the prior fiscal year.

Actions for Objective:

Action
Expand alumni events
This goal will remain constant for 2007-2008 fiscal year.
GOAL: Alumni Support

Objective
Alumni Clubs
Increase the number of regional alumni clubs associated with the alumni association.
Associated Goals: Alumni Membership, Alumni Support

Indicator
Increase Attendance At Events And Meetings
Utilize meetings and events report noted on monthly Performance Measures Report.

Criteria
Increase Attendance/Participation
Increase contact and stewardship in regions with concentrations of significant alumni populations

Finding
Increased attendance for meetings and events
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Indicator
Increase Membership
Utilize Monthly Performance Measure Reports.

Criteria
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Increase Membership by mass mailing to non active alumni, monthly email renewal reminders, and 30, 60, 90 renewal notices to lapsing members in addition to numerous membership appeals throughout the year.

Finding
Increased Annual Membership
Increased Annual Membership in 2006-2007 from the prior year.

Indicator
Increase Regional Alumni Clubs
Signed club petition and vote of approval by the Alumni Association Board of Directors (refer to board minutes).

Criteria
Regional Alumni Clubs
Increase contact and stewardship in regions with concentrations of significant alumni populations

Finding
Club Acquisition
Two clubs were acquired during 2006-2007.

Indicator
Increase Regional Alumni Events
Increase the number of alumni events hosted annually.

Criteria
Increase Regional Alumni Events
Increase contact and stewardship in regions with concentrations of significant alumni populations.

Finding
Increase Regional Alumni Events
Regional alumni events increased from the prior year.

Indicator
Increase Sponsorships And Event Revenue
Utilize Sponsor and Event Revenue spreadsheets.

Criteria
Increase Revenues
Increase revenues through sponsorships and event dues by increasing contact and stewardship in regions with concentrations of significant alumni populations.

Finding
Increased Sponsorship Revenue
Sponsorship revenue was increased for fiscal year 2007 from the prior fiscal year.

Actions for Objective:
Action: Continue to develop regional clubs
This goal will remain constant for 2007-2008 fiscal year.
**GOAL: Alumni Support**

**Objective**

**Financial Support**
Increase financial support of the alumni association by increasing Life Endowed Memberships, annual memberships and sponsorships.

*Associated Goals*: Alumni Membership, Alumni Support

**Indicator**

Increase Attendance At Events And Meetings
Utilize meetings and events report noted on monthly Performance Measures Report.

**Criteria**

Increase Attendance/Participation
Increase contact and stewardship in regions with concentrations of significant alumni populations

**Finding**

Increased attendance for meetings and events
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**Indicator**

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**Finding**

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**Indicator**

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**Finding**

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Sponsorship revenue was increased for fiscal year 2007 from the prior fiscal year.

**Actions for Objective:**

**Action**

Continue to increase sponsorship and event revenue
This goal will remain constant for 2007-2008 fiscal year.
GOAL: Alumni Support

Objective
Meetings And Attendance
Increase the number of meetings and events, as well as attendance at events.
Associated Goals: Alumni Membership, Alumni Support

Indicator
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Actions for Objective:

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Continue to increase event and meeting attendance
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GOAL: Alumni Support

Objective Membership Base
Increase active membership (Annual and Life Members) in the alumni association.
Associated Goals: Alumni Membership, Alumni Support

Indicator Increase Attendance At Events And Meetings
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Increase contact and stewardship in regions with concentrations of significant alumni populations.

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Finding Increased Sponsorship Revenue
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Actions for Objective:

Action Increase Membership Base
This goal will remain constant for 2007-2008 fiscal year.
**GOAL: Alumni Support**

<table>
<thead>
<tr>
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<th>Regional Alumni Events</th>
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<tbody>
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<td>Host annual alumni events in various regions around Texas with significant concentrations of alumni.</td>
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**Associated Goals:** Alumni Membership, Alumni Support

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**Criteria**

- **Increase Attendance/Participation**
  - Increase contact and stewardship in regions with concentrations of significant alumni populations.

**Finding**

- Increased attendance for meetings and events.
  - Increased attendance for meetings and events.

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**Finding**

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**Criteria**

- **Increase Regional Alumni Events**
  - Increase contact and stewardship in regions with concentrations of significant alumni populations.

**Finding**

- Increased Regional Alumni Events
  - Regional alumni events increased from the prior year.

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**Criteria**

- **Increase Revenues**
  - Increase revenues through sponsorships and event dues by increasing contact and stewardship in regions with concentrations of significant alumni populations.

**Finding**

- Increased Sponsorship Revenue
  - Sponsorship revenue was increased for fiscal year 2007 from the prior fiscal year.

**Actions for Objective:**

**Action**

- Expand alumni events
  - This goal will remain constant for 2007-2008 fiscal year.