

Administrative Unit Assessment Report

Table 1: Administrative Unit

Admin Unit	Alumni, Development, and Special Events
Academic Year	FY20, FY21, FY22

Table 2: Outcome #1

<p>Outcome #1: Advance the strategic missions of USA and USA Health by growing philanthropic support in key strategic priority areas. Outcome years: each Fiscal Year Description: Gifts and Pledges secured to support strategic missions</p>
<p>Relationship to the University Mission/Strategic Plan (check all that apply):</p> <p><input checked="" type="checkbox"/> Student Success and Access</p> <p><input checked="" type="checkbox"/> Enhancement of Research and Graduate Education</p> <p><input checked="" type="checkbox"/> Global Engagement</p> <p><input checked="" type="checkbox"/> Excellence in Healthcare</p> <p><input checked="" type="checkbox"/> University-Community Engagement</p>

Table 3: Outcome #1 Description and Target

Description:	Target:
The assessment method will include gifts and pledges raised each Fiscal Year.	The Criterion will be an increase in the total of gifts and pledges committed during the fiscal year of 3 percent over the prior fiscal year.

Table 4: Outcome #1 Summary and Analysis

Outcome # 1: Results and Conclusions by Year	
19-20 Summary:	Analysis:
Fiscal Year 2020 gifts and pledges secured: \$15.9 million (year of pandemic)	<p>During the first year of the global pandemic, our Division was able to garner significant philanthropic support and conclude a 5-year capital campaign by raising \$160.9 million, with was \$10.9 million over the \$150 million campaign goal.</p> <p>Within these achievements, our fundraising activity directly supported USA's strategic missions by:</p> <ul style="list-style-type: none"> • Fostering student success and access through more than \$5 million in new commitments to endowed scholarships • Supporting enhancement of research and graduate education through a

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Outcome # 1: Results and Conclusions by Year	
	<p>\$500,000 endowment for graduate assistantships</p> <ul style="list-style-type: none"> • Supporting excellence in health care through \$2 million designated to expand health services in Baldwin County • Promoting global engagement through more than \$12,500 in funding for study abroad scholarships and multicultural initiatives • Enabling university-community engagement by executing the university’s campaign for the United Way, which raised \$224,316 from 1,714 employees and retirees to support vital services provided by community non-profits <p>Measure Status: Criterion Met</p>
20-21 Summary:	Analysis:
<p>Fiscal Year 2021 gifts and pledges secured: \$26.1 million</p>	<p>Fiscal Year 2021 fundraising set a University record and met our criterion. The FY 2021 \$26.1 million total of gifts and pledges exceeded the FY 2020 total of \$15.9 million by 64%.</p> <p>Within these achievements, our fundraising supported USA’s strategic missions directly by:</p> <ul style="list-style-type: none"> • Promoting student success and access through new commitments to endowed undergraduate scholarships of more than \$1.9 million • Supporting research and graduate education through more than \$112,300 for graduate student scholarships and the donation to the archives a historically significant collection of photography spanning 1947 to 2017, which is valued above \$450,000 • Promoting excellence in health care by raising \$5 million to support purchase of highly specialized equipment for the Mitchell Cancer Institute and \$5

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Outcome # 1: Results and Conclusions by Year	
	<p>million toward construction of a pediatric emergency center at Children’s & Women’s Hospital</p> <ul style="list-style-type: none"> • Fostering global engagement through more than \$31,000 raised for study abroad scholarships and sponsorship of trip to Cusco, Peru by volunteer team of USA Health experts to provide public health services and expertise. • Enabling university-community engagement by executing the university’s campaign for the United Way, which raised \$205,676 from 17,89 employees and retirees to support vital services provided by community non-profits <p>Measure Status: Criterion Met</p>
21-22 Summary:	Analysis:
<p>Fiscal Year 2022 gifts and pledges secured: \$40.07 million</p> <p>Please note that FY 2022’s fundraising total includes a single commitment of \$30 million dollars—given extraordinary nature of this magnitude of giving at USA, we cannot expect to repeat such a gift in the coming year. Therefore, our criterion for FY 2023 will be to achieve a 3 percent increase on \$10.2 million, which represents our fundraising for FY 2022 exclusive of the extraordinary commitment.</p>	<p>Fiscal Year 2022 fundraising set a new University record and met our criterion of at least 3 percent increase in annual fundraising. The FY 2022 \$40.2 million total of gifts and pledges exceeded the FY 2020 total of \$26.1 million by 53.5 percent.</p> <p>Within these achievements, our fundraising supported USA’s strategic missions directly by:</p> <ul style="list-style-type: none"> • Promoting student success and access through new commitments to endowed undergraduate scholarships of more than \$1.5 million and \$390,000 to support a new bachelor of science program for industrial management and technology in the College of Engineering. • Supporting research and graduate education through a \$30 million commitment for construction of a new medical education building and \$2.1 million for an endowed chair in psychiatry

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Outcome # 1: Results and Conclusions by Year	
	<ul style="list-style-type: none"> Promoting excellence in health care by raising \$2.6 million toward construction of a pediatric emergency center at Children’s & Women’s Hospital. Enabling university-community engagement by executing the university’s campaign for the United Way, which raised \$206,676 from 1,790 employees and retirees to support vital services provided by community non-profits <p>Measure Status: Criterion Met</p>

Table 5: Outcome #2

Outcome #2: Engage our University of South Alabama Alumni in meaningful ways
<p>Relationship to the University Mission/Strategic Plan (check all that apply):</p> <p><input checked="" type="checkbox"/> Student Success and Access</p> <p><input type="checkbox"/> Enhancement of Research and Graduate Education</p> <p><input type="checkbox"/> Global Engagement</p> <p><input type="checkbox"/> Excellence in Healthcare</p> <p><input checked="" type="checkbox"/> University-Community Engagement</p>

Table 6: Outcome #2 Description and Target

Description:	Target:
<p>Alumni engagement can be measured by holding in our Alumni Reunion Weekend events.</p> <p>Note: During FY 19-20 and FY 20-21, our assessment method measured only participation in our Alumni Reunion Weekend because our in-person events were limited by COVID restrictions. As these restrictions have eased, we have resumed monthly (excepting December) Takeover Tuesday events and alumni events in cities where concentrations of alumni exist.</p>	<p>The number of participants in Alumni Reunion Weekend events with increase 3%.</p> <p>From FY21-22 forward, we will measure our alumni engagement activities by achieving at least 12 alumni engagement activities, including at least 1 event designed to bring alumni encourage alumni to return to campus, and a mix of at least 11 local and regional events.</p>

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Table 7: Outcome #2 Summary and Analysis

Outcome # 2: Results and Conclusions by Year	
19-20 Summary:	Analysis:
In FY 2020, we held a virtual Alumni Reunion Weekend and it was the first ever. We had hoped to have an in-person alumni reunion weekend but due to the pandemic, we held it virtually	<p>FY 2020 represents the first ever Alumni Reunion Weekend, which was conducted virtually due to the pandemic. These events attracted more than 150 participants—this number represents a baseline of participation for future years.</p> <p>These events support the missions of USA by:</p> <ul style="list-style-type: none"> • Promoting student success and access and by providing campus events that are open to student participation. Students participated in an alumni panel discussion of social justice issues. • Fostering for university-community engagement as alumni, students, and friends who are participants learn about USA, its programs, and have opportunities to know its students, faculty, and staff. <p>Measure Status: Criterion Met</p>
20-21 Summary:	Analysis:
In Fiscal Year 2021, we held an in-person Alumni Reunion Weekend with over 400 participants. During this weekend, we also featured a keynote speaking event with ABC correspondent, John Quinones that was open to the community. Over 800 people attended this event.	<p>This first in-person Alumni Reunion Weekend met our criteria by increasing participation by at least 3 percent. Participation for this year’s events exceeded 800 alumni, students, and community members, which represents an increase of 433 percent over FY 2020.</p> <p>These events support the missions of USA by:</p> <ul style="list-style-type: none"> • Fostering student success and access, by providing events, including the keynote address that are open to and of interest to students, as well as providing students with opportunities to meet and engage with alumni. • Promoting university-community engagement by engaging and enlarging the alumni and community

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<p>Outcome # 2: Results and Conclusions by Year</p>	
	<p>base of support for philanthropy and advocacy, as well as attracting alumni and friends to come to campus where they will learn about USA and meet its students, faculty, and staff.</p> <p>Measure Status: Criterion Met</p>
<p>21-22 Summary:</p> <p>In Fiscal Year 2022, we have marketed our second in-person Alumni Reunion Weekend attendance for these events will be available in time for the final draft of this report.</p> <p>Note: During FY 19-20 and FY 20-21, our assessment method measured only participation in our Alumni Reunion Weekend because our in-person events were limited by COVID restrictions. As these restrictions have eased, we have resumed monthly (excepting December) Takeover Tuesday events and regional events where a concentration of alumni exist. Going forward our criterion for success will be holding more than 12 events for alumni with at least 1 event designed to bring alumni encourage alumni to return to campus and a mix of at least 11 local and regional events.</p>	<p>Analysis:</p> <p>This second in-person Alumni Reunion Weekend met/did not meet our criteria by increasing participation by at least 3 percent.</p> <p>Going forward our criterion for success will be holding more than 12 events for alumni with at least 1 event designed to encourage alumni to return to campus and a mix of at least 11 local and regional events.</p> <p>These events support the missions of USA by:</p> <ul style="list-style-type: none"> • Participation for this year’s events exceeded ___ alumni, students, and community members, which represents a ___ percent (increase/decrease) from FY 2021. (Alumni Reunion Weekend attendance for will be available in time for the final draft of this report.) • During FY 22, 11 monthly Takeover Tuesday gatherings were attended by 757 alumni. These events represent a substantial increase in our engagement outreach, and we expect ongoing growth in attendance of at least 3 percent for 2023. • In FY 22, regional events were held in Washington, D.C. and Los Angeles, garnering 200 attendees and 182 attendees respectively. • The Office of Alumni Relations markets USA branded Alabama car license tags to alumni in order to enable alumni and friends to help raise USA’s visibility across Alabama and anywhere else they travel. Proceeds from the sales are designated to

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Outcome # 2: Results and Conclusions by Year	
	<p>undergraduate scholarships and are matched through MMSI. In FY 2022: 4,817 plates were purchased, generating more than \$192,000 which is designated to undergraduate scholarships and matched through the MMSI for an impact of more than \$384,000 in scholarship endowment.</p> <p>Measure Status: Did Not Meet Criterion</p>