



Alumni and Development Offices Program Review

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Section I: Overview

A. Purpose of the Alumni and Development Programs:

The purpose of the Alumni program is to keep former students connected to Western Wyoming Community College and to help them stay connected to each other in a way that builds relationships and encourages alumni to support and advance Western's mission and goals. The Alumni Office provides ongoing communication with former students and graduates and shares information with them regarding upcoming events and changes that have occurred and are planned at WWCC. The Alumni and Development Programs assist with fundraising efforts and support the Admissions office in new student recruitment.

The purpose of the Development program is to enhance and ensure the continued growth, stability and future educational goals of the College. The Development Office works with the community and the Alumni Office to generate funding for the College's programs and scholarships. Funding opportunities includes seeking grants from federal, state and non-profit foundations. The Development Office also works to establish external relationships by partnering with other area foundations and promoting the College through community awareness of charitable giving opportunities in Sweetwater County. This office leads College involvement in civic activities such as Relay for Life and American Heart Walk.

WWCC Guiding Principles as reflected in the Alumni and Development Programs:

1. Students Are Our Focus:

The Alumni Office works to provide former students with a lifelong connection to each other and WWCC. The Alumni Office also educates current and prospective students regarding the Alumni Association, alumni mentoring program and by encouraging them to support the College.

The Development Office, along with the WWC Foundation, meets the needs of students by awarding scholarships to assist with the cost of attending WWCC. The Foundation's program offers grants to all areas of study within the College. In addition, the Foundation recently revised its scholarship program to further support student learning. Scholarships through the Foundation now enhance other scholarships such as the Hathaway Scholarship Program and Sweetwater County Graduate Scholarship. Grant funding has also provided expanded opportunities for WWCC students.

2. The Community Is Our Partner:

The Alumni Office plans to provide opportunities for alumni to represent WWCC and serve their community.

The Development Office works directly with the community in raising funds for the Foundation. The Development Office and Foundation develop and strengthen partnerships within the community, including local industries such as oil and gas, trona and coal mining.

3. Adapting to Change Defines Our Future:

The Alumni and Development Programs anticipate adapting to changing communication methods with donors, alumni and friends, including using a variety of formats such as print letters, email, online newsletters, and other web-based communications.

4. Ethical Standards Guide Our Actions:

The Alumni Office commits to teamwork and integrity to maintain an atmosphere of respect and trust among one another and WWCC's graduates, former students and friends.

The Development Office and Foundation commit to using their funds thoughtfully and wisely while keeping the best interests of the College in mind.

B. Primary Goals of the Alumni and Development Programs:

1. Promote WWCC alumni pride and loyalty
2. Facilitate connection between alumni and continuing students, faculty and staff
3. Promote open communication with alumni through College publications, programs and services
4. Build relationships with current and potential donors and alumni to give to the College both financially and personally
5. Facilitate community awareness of the Foundation and how it benefits WWCC students

Assessment of the Alumni and Development Programs:

Assessment measures will include: Obtaining financial and personal response to Alumni Office communications; expanding the database of alumni, former students and friends; growing the Foundation corpus each year; expanding the donor base, and increasing the number of student scholarships awarded.

Section II: Fact Finding

A. Customers and Clients of the Alumni and Development Programs:

Audiences served

- Graduates
- Students who have completed at least 1 credit class at WWCC
- Other WWCC departments – Admissions, Financial Aid, Marketing Team, etc.
- WWCC Employees/Friends of the College/Community/Industry
- WWC Foundation

Services provided

- Communication (mailings, publications, etc.)
- Maintain alumni and donor databases
- Events planning (i.e. 50th Anniversary)
- “Gifts for the Future” campaign (State of Wyoming endowment match)

B. Facilities, Equipment and Staffing of the Alumni and Development Programs:

The Alumni Office was established in July 2007. A third floor location was selected and furnished with new office equipment. Our vision for the future is to have a “Western House” where social events could be held. We anticipate the need to purchase a new printer that can handle high volume print jobs for mailers. *ActiveAlumni* software has been budgeted for purchase and is scheduled to begin implementation after Fall 2009 semester. We also foresee the need for additional student worker assistance as mailings increase. The office is currently staffed by a full-time clerical Student Support Assistant and full-time Associate Vice President for Student Support Services. Alumni services are one of many job duties covered by this office.

The Development Office was unstaffed from November 2005 to September 2007. A new Development Officer was hired and a third floor area was furnished with fairly new furniture and a new computer and printer. There is no support staff at this time, but a student worker may be needed as mailings increase. There is ample space for an additional person in this office when needed. Poor lighting is an issue and will need to be addressed in the near future. At this time, all of the equipment is adequate and appropriate for the work that is produced in this office.

C. Printed Materials and Website of the Alumni and Development Programs:

Overall, the website and catalog are done in a professional manner and represent the programs very well. Mailers have been sent on an ongoing basis. Website information has been maintained with current and accurate information.

D. Regulatory Compliance of the Alumni and Development Programs:

The Alumni Office complies with the FERPA regulations of the College thereby protecting the privacy of our alumni. The Development Office complies with all laws that involve the WWC Foundation’s non-profit status. Also, an outside audit is performed every year on the Foundation records.

E. Staff Development of the Alumni and Development Programs:

- Paraprofessional annual retreat
- Datatel query training
- Student Success Services annual retreat
- An Introduction to Planned Giving seminar
- The Grantsmanship Training Program
- The Savvy Fundraiser: A Guide for Academic Leaders (online seminar)
- NASPA annual conference (student affairs administration in higher education)
- Summer Internet Institute for Alumni Relations Professionals
- CASE seminar on Major Gifts Solicitation

Staff development was adequate for the review year. More professional development training is needed for alumni relations and grant writing.

F. Recommendations from Previous Program Review:

This is the first time that a Program Review has been completed for these offices.

Section III: Focus on the Future

A. Assessment Reporting: Program-level goals of the Alumni and Development Programs:

1. Promote WWCC alumni pride and loyalty
 - Measured by direct contacts from alumni in response to mailings and events. The Alumni Office will track the number of direct contacts received from former students. This will include alumni update forms, phone calls, emails, etc. The Alumni Office plans to host events and activities for former students and track attendance at those events. Activities in 2009 will center on the College's 50th Anniversary events.
2. Facilitate connection between alumni and continuing students, faculty and staff
 - Measured by growth of alumni database. The Alumni Office is dedicated to building and maintaining the newly developed alumni database to ensure that the information of former students is current. This will include adding new graduates, completing the search of alumni who attended WWCC prior to 1992 (when DATATEL was implemented) and adding alumni who received only certificates and not two-year degrees. The Alumni Office will maintain the database by updating addresses and adding information when alumni submit online forms, etc. Our goal is to increase the number of alumni in the database each year.
 - Measured by number and amount of alumni gifts to the WWC Foundation. The Development Office will work closely with the Alumni Office in contacting alumni as prospective donors. The alumni database will be used on a regular basis by the Development Office.
 - Measured by participation in WWCC's alumni mentoring program.
3. Promote open communication with alumni through College publications, programs and services
 - Measured by number of publications and programs produced annually.
 - The Alumni Office will facilitate an alumni focus group session to discuss alumni needs and possible benefits that could be offered to former students.
 - Alumni Office mailings in 2008 – 2009 included: Sweetwater County Mill Levy support letter, holiday postcard and Distinguished Alumni nomination form with "Save the Date" magnet. The Alumni Office participated in Free Day with a display table.
4. Build relationships with current and potential donors and alumni on giving to the College both financially and personally
 - Measured by expansion of donor and alumni databases. The Development Office is committed to maintaining and expanding the donor database as updates are made and new donors added. The Development Office will work closely with the Alumni Office in using alumni as prospective donors. The alumni database will be used on a regular basis by the Development Office. The Development Office plans to expand the database each year. This list will include individual donors as well as businesses. Communication is especially important during the WWCC "Gifts for the Future" Campaign.
 - The Development Office will facilitate an employee donor focus group to ask how the Foundation can increase visibility and employee support.

- The Development Office mailings in 2008 – 2009 included a fall semester flyer, Evening at Western invitation, holiday cards, spring semester flyer, spring newsletter and Warhol exhibit invitation. The Development Office participated in Free Day with a display table.
5. Facilitate community awareness of the Foundation and how it benefits WWCC students
- Measured by the number of donors and the number and amount of donations as well as grant applications filed and grant funding received annually.
 - The WWC Foundation competes with local and national non-profit organizations for charitable donations. As a consequence, the Development Office has created a “Prospective Donor” list of businesses in the College service area. These businesses will receive newsletters from the Foundation and be visited throughout the year by College staff.

B. Strengths, Limitations, and Opportunities of the Alumni and Development Programs:

1. Strengths of the programs

- Hard working, dedicated, loyal staff (all local alumni)
- Strong community involvement and relationships
- Large alumni population in Sweetwater County
- Solid management and history of Foundation
- Broad community representation on Foundation board
- Institutional support of programs

2. Limitations of the programs

- Difficulties locating “lost alumni”
- Limited budgets for activities
- The Alumni Office is housed within the office of Alumni & Retention, and other job duties compete for staff time
- The Development Office has a small staff compared to other Wyoming Community Colleges and the lack of staffing is reflected in the scope of development activities
- Competition with other local foundations (school district, library, hospital, etc.)
- Declining national and slowing local economy
- Uncertainty of “Gifts for the Future” funds from the State of Wyoming endowment match

3. Opportunities

- Identify services that can be offered free of charge to alumni
- The Alumni Office has enhanced funding for activities in the proposed 2009-2010 budget
- Recent professional development provided new tools to approach donors
- New College president with experience and interest in development

C. Action Plan of the Alumni and Development Programs:

First Year: 2009-2010			
Task or Action	Purpose	Measure of Success	Who is responsible?
Communicate regarding 50 th Anniversary activities	Build connection between donors, alumni, community and WWCC	Event participation, growth of databases, number of direct contacts and donations	Laurie, David & Tammy
Add 1959 – 1991 graduates and all certificate recipients to alumni database	A comprehensive alumni database	Representation of all class years and programs in alumni database	Tammy
Continue “Gifts for the Future” campaign	Maximize State of Wyoming match of \$4.5 million	Number and amount of 2009-2010 donations	Karla & David
Tasks Dependent on Funding (Provide estimated cost)	Data to Justify Need, and Consequence of Not Funding		Who is responsible?
Implement <i>ActiveAlumni</i> software Anticipated cost is \$250,000	Due to recent budget restraints, funding for <i>ActiveAlumni</i> may be eliminated. If this software is not purchased, the Alumni Office will maintain the current website and database.		Laurie & Tammy

Second Year: 2010-2011			
Task or Action	Purpose	Measure of Success	Who is responsible?
Maintain interest and support from donor groups including individuals, alumni and businesses	Ongoing contributions to Foundation	Number and amount of donations	David
Explore grant opportunities to benefit Foundation	Build Foundation corpus	Number of grant applications submitted and number and dollar amount of grants received	David
Establish alumni mentoring program	Connection between former and current students	Participation from alumni and current students	Laurie
Tasks Dependent on Funding (Provide estimated cost)	Data to Justify Need, and Consequence of Not Funding		Who is responsible?
Further develop Alumni Association activities and events Anticipated cost \$2500	Facilitate ongoing contact with former students. If additional funding is not obtained, then Alumni Office publications and website information will be used.		Laurie

Third Year: 2011-2012

Task or Action	Purpose	Measure of Success	Who is responsible?
Offer enhanced services to alumni including credit card opportunities, travel discounts, etc.	Add to Alumni Office funding from corporate sponsorships	Direct participation by alumni	Laurie
Establish Alumni Association governing board	Broaden alumni participation for College activities and development	Fully staffed and active board	Laurie
Implement Class Gifts campaign	Foster connection for current graduates with the College and encourage alumni giving	Number and amount of class donations	David and Laurie
Tasks Dependent on Funding (Provide estimated cost)	Data to Justify Need, and Consequence of Not Funding		Who is responsible?
Establish "Western House" where social events can be held and memorabilia displayed Anticipated cost \$100,000	Increase in alumni and donor participation merits additional space. If this project is not funded, then off-site facilities will be used for alumni and development events.		Laurie, David & Tammy