

# Administrative Unit Assessment Report

Table 1: Administrative Unit

<b>Admin Unit</b>	Alumni, Development, and Special Events
<b>Academic Year</b>	FY20, FY21, FY22

Table 2: Outcome #1

<p><b>Outcome #1:</b> 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><b>Relationship to the University Mission/Strategic Plan (check all that apply):</b></p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Student Success and Access</li> <li><input checked="" type="checkbox"/> Enhancement of Research and Graduate Education</li> <li><input checked="" type="checkbox"/> Global Engagement</li> <li><input checked="" type="checkbox"/> Excellence in Healthcare</li> <li><input checked="" type="checkbox"/> University-Community Engagement</li> </ul>

Table 3: Outcome #1 Description and Target

<b>Description:</b>	<b>Target:</b>
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

<b>Outcome # 1: Results and Conclusions by Year</b>	
<p><b>19-20 Summary:</b></p> <p>Fiscal Year 2020 gifts and pledges secured: \$15.9 million (year of pandemic)</p>	<p><b>Analysis:</b></p> <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"> <li>Fostering student success and access through more than \$5 million in new commitments to eea57.16 Td3 2hthrouir</li> </ul>

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## Outcome # 1: Results and Conclusions by Year

\$500,000 endowment for graduate assistantships

Supporting excellence in health care through \$2 million designated to expand health services in Baldwin County

Promoting growth to

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**Outcome # 1:**

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Outcome # 1: Results and Conclusions by Year	
	<p>Promoting excellence in health care by raising \$2.6 million toward construction of a pediatric emergency center at Children’s &amp; Women’s Hospital.</p> <p>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> <p><b>Measure Status:</b> Criterion Met</p>

Table 5: Outcome #2

<p><b>Outcome #2:</b> Engage our University of South Alabama Alumni in meaningful ways</p> <p>Relative to the 2012-13 fiscal year, the 2012-13 fiscal year was a record year for the university with a record number of alumni giving to the university. The 2012-13 fiscal year was a record year for the university with a record number of alumni giving to the university.</p>
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<b>Outcome # 2: Results and Conclusions by Year</b>	
	<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><b>Measure Status:</b> Criterion Met</p>
<p><b>21-22 Summary:</b></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><b>Analysis:</b></p> <p>This second in-person Alumni Reunion Weekend <b>met/did not meet our criteria</b> 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>

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<b>Outcome # 2: Results and Conclusions by Year</b>	
	<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><b>Measure Status:</b> Did Not Meet Criterion</p>