

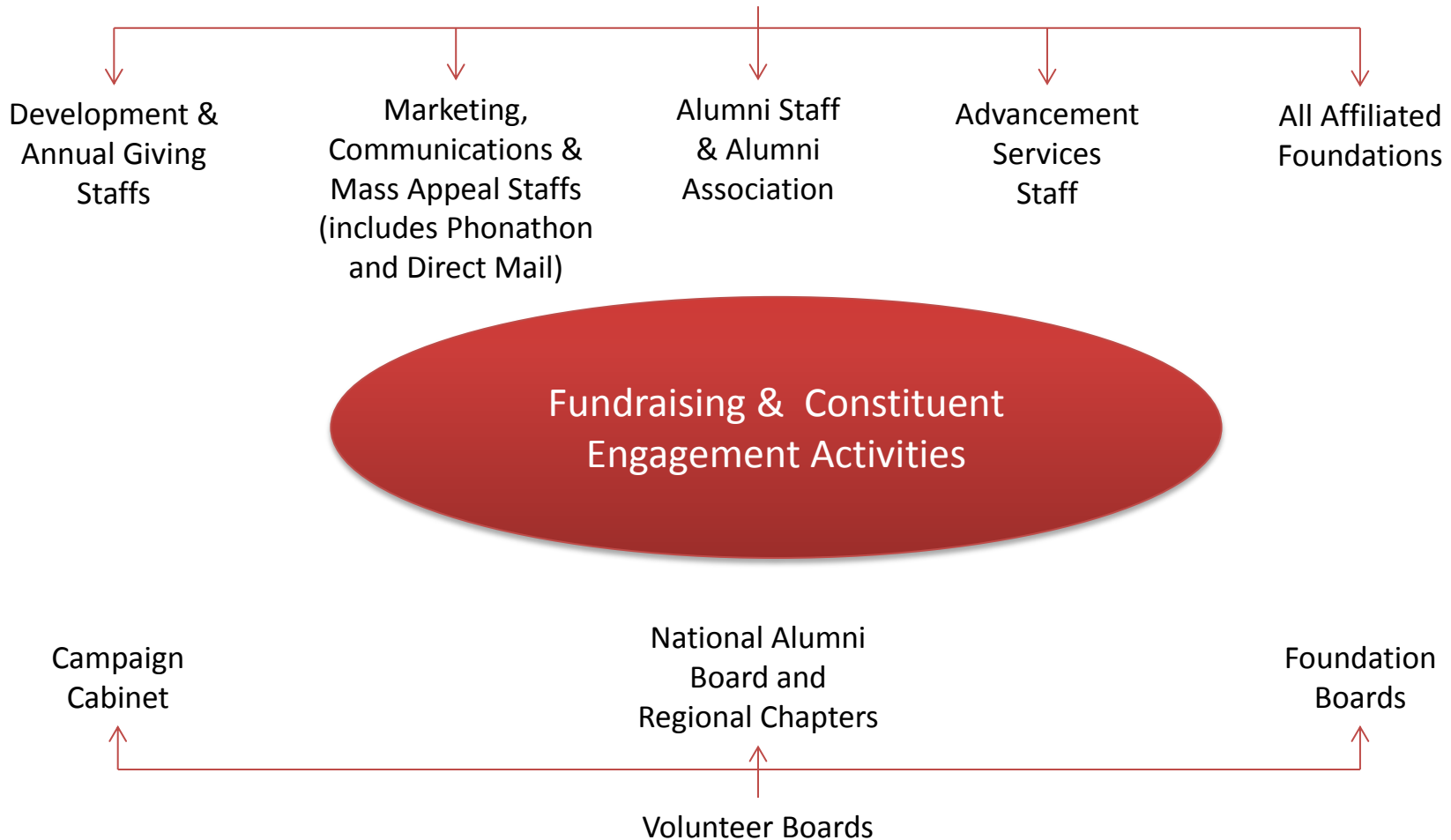
Measuring Success: Development and Alumni Relations at Western Kentucky University

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Organizational Structures

Division of Development & Alumni Relations



Goal Setting

- Consultant Reports
- Strategic Plan by Boards/Stakeholders
- Campaign Goals (\$)
- Alumni Participation Goals
- Attitude Survey Results
- Focus Groups
- Benchmarks
- Industry Standards (CASE)

The measures you choose should be directly connected to the goals you set.

Campaign Goals

- Dollars raised
- Number of donors
- Number of gifts greater than \$1,000
- Faculty and staff gifts (\$)
- New endowments (faculty positions, scholarships, etc.)
- Capital construction / new buildings
- Gifts for new programs
- Individual goals for major, annual and planned gift officers
- Number of new documented deferred gifts

Goals for WKU Alumni Association

1. Cultivate the WKU Spirit
2. Build lifelong relationships
3. Engage the WKU Family in the life of the institution
4. Enhance the awareness and capacity of the Association
5. Foster institutional excellence by increasing private support

Tracking and Evaluation for WKUAA Goals

- 5 Specific Goals are set
- Targets are identified for each goal
- Objectives are defined for each goal
- Sample strategies outline specific projects or programs that will help staff achieve goal

Helpful Hints

- A good database is essential to measuring success
- Reach out to colleagues in similarly sized schools to collaborate (what works there?)
- Maintain an awareness of industry standards, but do what works for your school
- Include multiple stakeholders to help you set your goals and how they will be measured
- Reward good work (input) and intervene to change less desirable results early (outcomes)