



# The Pathway To Success

## INITIATIVE BENCHMARK SHEET

Initiative Name: Strengthen the engagement of alumni in the life of the University

Goal #: 5

Init #: 2

Goal	Initiative	Impact / Importance to Goal(s)	FY 2013	FY 2014	FY 2015	FY 2016A	FY 2016G	FY 2017
3	1	Enhance community engagement - Create a coordinated community engagement program utilizing Regional Alumni Clubs	L	M	M	H	H	H
1	5	Develop programs for parents and families of students	L	M	H	H	H	H
2	1	Establish connections between alumni and students (mentor programs and networking for career possibilities)	L	M	H	H	H	H

Initiative Benchmarks	FY 2013	FY 2014	FY 2015	FY 2016A	FY 2016G	FY 2017
Alumni Donors	5343	4338	TBC		6000	6500
Total License Plates Sold	3041	3185	TBC		3300	3500
Alumni Volunteers	168	290	TBC		240	280
Alumni Dues Paying Members	N/A	N/A	TBC		500	700
Social Networks	1921	2203	TBC		2400	2600
E-Communications	10735	12452	TBC		13500	16200
Regional Alumni Clubs	N/A	5	6		8	9

