Strategic Plan Implementation 2009-2010

External Reputation
The external reputation of the university will increase through the following initiatives:

Rankings in U.S. News and World Report
Significantly improve ranking in W. S. News & World Report’s Masters Universities in the South over next six years through enhancement and promotion of reputation and stature of the University.

- Peer Perception campaign was implemented with specific publications scheduled for each month. These publications were mailed to the voting members at each institution in our category.

- During the months just prior to voting Google terms for key search works related to Exemplary Programs were purchased.

- Increased press release coverage to the cities of voting institutions.


- A new Provost’s report to highlight academic accomplishments by faculty and students is in preparation for fall mailing.

Alumni Giving
Increasing alumni participation in the Annual Fund is essential both to fund University programs and to increase the U.S. News ranking of the University. Enhancing the methods of solicitation currently employed, increasing the number and specificity of solicitation and increasing personal contact with alumni will support these two essential goals.

- Currently the number of alumni donors is up by over 700 donors or 34% ahead of 2009 at this time

- The alumni staff incorporated annual fund “asks” at all alumni events and included annual fund training at the annual workshop for chapter presidents.

- The Phonathon Appeal raised $172,546 from 2,294 donors, which represents an increase of 18% in total donors compared to the same time last year.

- In order to appeal to individual alumni interest, alumni received multiple appeals for a variety of university projects (professorships, library, athletics, colleges) in addition to the regular appeals for unrestricted gifts.

- Diverse devices were used and are being evaluated. Examples include email, letters from deans or faculty, brochures, phone calls, personal solicitations by volunteers through facebook, and personal visits by staff.