

Montana Tech: Annual Program Review



Program: Alumni Engagement

Department Head: Peggy McCoy

Year Under Review: 2015-2016

Submitted: Spring 2017

Result of Assessment Committee Review:

Contents

Mission of Montana Tech Alumni Engagement Office	2
Montana Tech and Montana Tech Alumni Association Relationship.....	2
Mission of Montana Tech Alumni Association.....	2
Objective 1. Serve the needs of alumni and to foster a spirit of loyalty and fraternity	3
Performance Criteria A: Increase engagement with alumni less than 10 years after graduation.....	3
Performance Criteria B: Increase exposure of Alumni Association to students.	4
Performance Criteria C: Increase the number of area Alumni Chapters by 2/yr.....	5
Performance Criteria D: Increase activities and events locally and nationally.	6
Performance Criteria E: Increase alumni attendance and participation by 10% annually.....	5
Objective 2. Maintain close relationships among, Tech, its alumni, and the various constituencies it serves	6
Performance Criteria A: Systematically collect feedback from alumni and constituencies.	6
Performance Criteria B: Help alumni be prepared to achieve their career goal and help them find quality jobs.	
Objective 3. Promote enrollment and student retention	7
Performance Criteria A: Increase the identification of alumni interested in interacting with students and the opportunities to interact academically.	7
Performance Criteria B: At least 50% of companies at Montana Tech Career Fairs will have an alumnus recruiting students.	8
.....	7
Objective 4. Advance Tech through financial and professional support	9
Objective 5. Assist the administration, faculty, and Board of Regents to fulfill the mission of Tech ..	9
Strengths:.....	10
How will the program maintain the strengths?	11
Weaknesses:	11
How will the program address the weaknesses?.....	12

Mission of Montana Tech Alumni Engagement Office

The Montana Tech Alumni Engagement's mission is to strengthen the affinity and financial support of its alumni to their alma mater and to support the mission, goals and strategic plan of Montana Tech and the Montana Tech Alumni Association.

Montana Tech and Montana Tech Alumni Association Relationship

Montana Tech has an operating agreement with the Montana Tech Alumni Association. This agreement provides for mutually beneficial activities related to Montana Tech alumni and Montana Tech as outlined in the agreement (see [Operating Agreement – Alumni Association](#)). One important benefit listed under Tech's responsibilities to the Association is that Montana Tech agrees to employ a Director of Alumni Engagement who shall function as the Association's Executive Director. The responsibilities of the Executive Director are:

1. Serve as the principal liaison between the Association and Montana Tech
2. Be responsible for providing the continuity of records, activities, and programs of the Association;
3. Expedite the mutual interest of the Association and Tech Alumni Engagement;
4. Respond to emails and phone messages received by the Alumni Engagement Office on behalf of the Association;
5. Send notices of board meetings and financial reports to Board members;
6. Take meeting minutes and provide a copy to Board members prior to the next regularly scheduled meeting;
7. Continue the development of individual chapters;
8. Provide outreach services to alumni, including but not limited to alumni visits, publications, news releases, and website management;
9. Relay scholarship amounts approved by the Board for awards and allocation;
10. Submit all bills and notices to the Treasures or President for payment or processing;
11. Administer membership service programs on behalf of the Association and house all Association Documents

This individual is not a voting member of the Board.

Mission of Montana Tech Alumni Association

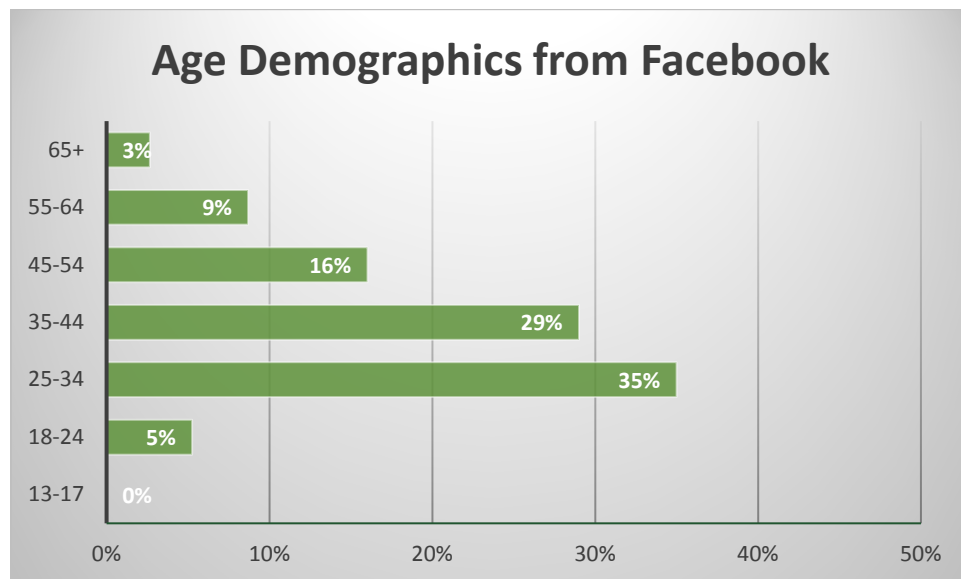
1. Serve the needs of alumni and to foster a spirit of loyalty and fraternity;
2. Maintain close relations among, Tech, its alumni, and the various constituencies it serves;
3. Promote enrollment and student retention;
4. Advance Tech through financial and professional support; and,
5. Assist the administration, faculty, and Board of Regents to fulfill the mission of Tech.

Objective 1. Serve the needs of alumni and to foster a spirit of loyalty and fraternity

Performance Criteria A: Increase engagement with alumni less than 10 years after graduation.

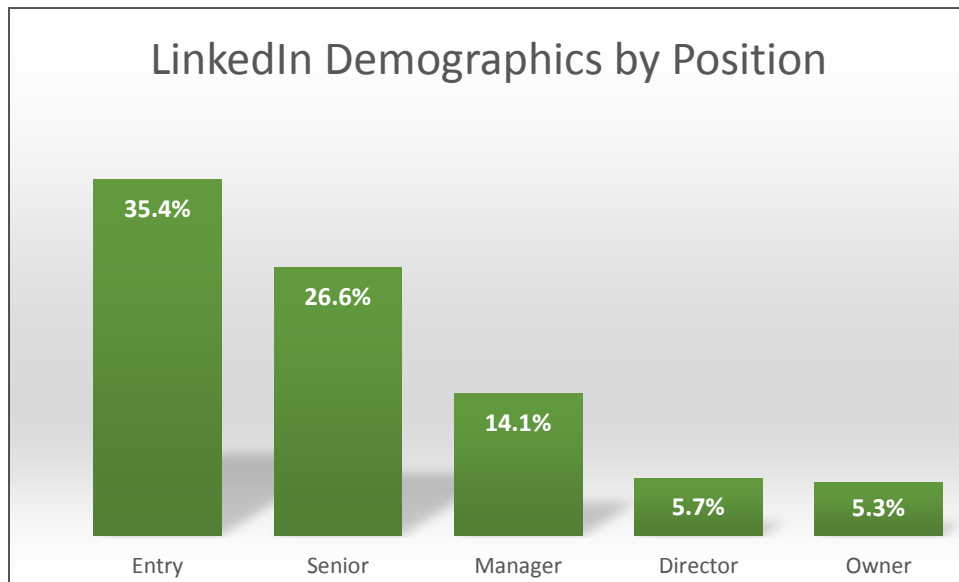
Assessment method: The Montana Tech Alumni Engagement Office is utilizing social media to increase engagement with alumni <10 years. Alumni specific groups and pages have been created for our Montana Tech alumni on Facebook and LinkedIn. While the Facebook page can be accessed by anyone interested in Montana Tech and calendar of events the LinkedIn Group is Alumni/Student specific and requires approval to join the group. Both sites are administered by the Alumni Engagement office.

Evaluation: Reports obtained from Facebook indicate that 35% of the 682 alumni audience are ages 25 - 34 based on members that provide their year of birth. The alumni population participating in the Montana Tech Alumni Facebook is 23% of the 2,921 population between the ages of 25-34. The illustration below shows the age demographics of engaged alumni utilizing the Montana Tech alumni Facebook page as an information source.



At this time LinkedIn does not have a demographics report available to its customers for closed groups. Total LinkedIn participation in the Montana Tech Alumni group is 1,747 including current students and alumni.

The Montana Tech LinkedIn main page has 9,119 followers. The demographics provided by LinkedIn are categorized by position rather than age. The majority of followers are categorized at entry level positions.



Performance Criteria B: Increase exposure of Alumni Association to students.

Assessment method: The Montana Tech alumni Association has several programs currently in place to provide the current students the opportunity to network with current Association Board members and the Alumni Engagement Office.

1. Food for Thought – This program was implemented by the Alumni Association to provide students with water and grab and go snacks during finals week. The purpose of the program is to network with current students as well as other departments on Montana Tech’s campuses. Baskets of snacks and water are strategically placed around campus study areas where the majority of students congregated including, Prospector Hall, Centennial Hall, Library, Natural Resources Building and Highlands College.

The Alumni Association evaluates this program annually during its budget review. As the program continues to increase in popularity the dollars allotted to support this program continues to increase.

2. Ski Day – The Montana Tech Alumni Association partnered with Student Life to provide the funds for lunch during the students’ annual Ski Day in January. This program continues to increase in popularity among not only the students but faculty/staff as well.
3. Graduates Banquet – Each year the Alumni Association holds an annual banquet the evening before commencement. Graduating seniors are invited as guests of the Alumni Association. Through advertising and collaboration with the Montana Tech Enrollment office mailings the attendance of graduates saw an increase from 7.4% in 2015 to 8.4% attendance in 2016. This year the Alumni Association had a special drawing for a Surface Pro4 exclusively for graduates attending the banquet.

4. Graduate gifts – The Alumni Association provides the graduating seniors participating in commencement a book “Life after Graduation” as a small token, welcoming them into the Montana Tech Alumni Association.
5. Mid-Year Graduation – The Alumni Association co-sponsors a reception following December graduation for students, families, faculty and staff.
6. Presence on the Alumni Association Governing Board – The Associated Students of Montana Tech appoint two current students to represent the student body on the Association Governing Board as non-voting members.

Performance Criteria C: Increase the number of area Alumni Chapters by 2/yr.

Assessment method: Track the number of events at each Chapter location and Montana Tech’s presence at events. * Notes chapter developed 2015-2016.

Alumni Chapters	2014- 2015 Events	# W/Montana Tech Representatives	2015-2016 Events	# W/Montana Tech Representatives
Anchorage, AK	1	1	2	1
Bakersfield, CA*			2	2
Billings MT	1	1	3	3
Calgary AB*			1	
Colorado	5	3	8	7
Gillette, WY				
Helena, MT	1	1	1	1
Houston, TX*			5	4
Idaho Falls, ID	1	1		
Oklahoma City, OK	3		3	1
Sheridan, WY				
Southwest Montana	4	4	6	6
Utah	2	2	2	2
Total # Events/# of Events Montana Tech Representatives Attended	18	13	33	27

Evaluation: There are currently 13 Montana Tech Alumni Chapters: Alaska, Bakersfield CA, Billings MT, Southwest Montana, Colorado, Gillette WY, Helena MT, Idaho Falls ID, Oklahoma City OK, Sheridan WY, Calgary Alberta, Houston TX and Utah. Established Chapters continue to support Montana Tech and local alumni through events and socials. Additional Chapters that are in the developmental stages are Seattle WA and Dallas TX.

Performance Criteria D: Increase activities and events locally and nationally by 10% annually.

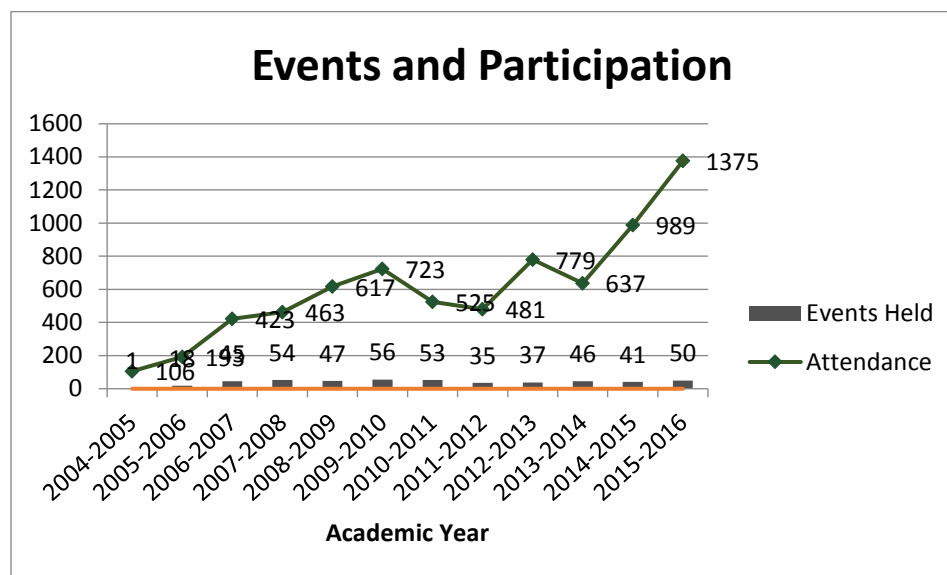
Assessment method: Annually track the number of events through RE. Event planning consists of scheduling venues, setup, onsite supervising, mailings, emails, phone appeals, and data entry.

	2012	2013	2014	2015
Local Events	6	6	10	10
National Events	31	39	29	40

Evaluation: The Montana Tech Development Team hosted 50 individual alumni gatherings including 4 major conference events in fiscal year 2015 - 2016.

Performance Criteria E: Increase alumni attendance and participation by 10% annually.

Assessment method: Alumni events including local chapter events are tracked through the Events Module in RE. That information is chartered for comparison to previous years.



Evaluation: Participation in alumni events is continuing to climb with the increase of individual Chapters and Montana Tech sponsored events.

Objective 2. Maintain close relationships among, Tech, its alumni, and the various constituencies it serves

Performance Criteria A: Systematically collect feedback from alumni and constituencies.

Assessment method: The Alumni Engagement Office subscribed to Survey Monkey mid-year.

Evaluation: Contact information is obtained by the hosts of each alumni event when possible and forwarded to the Database Administrator for entry into alumni records. The attendees are emailed a survey via Survey Monkey. The alumni respond to questions concerning;

1. What city the event was located in?
2. How did they hear about the event?
3. Had they attended a Montana Tech Event before?
4. How likely are they to attend future events?
5. How satisfied were they with the following aspects of the event
 - a. Content
 - b. Location
 - c. Time
 - d. Event Communication
 - e. Montana Tech Representation
 - f. Overall Satisfaction
6. What College did they graduate from?
7. What degree did they obtain?
8. What types of events they would be likely to attend in the future?
9. What were their most favorable experience at Montana Tech?
10. What were their least favorite experiences at Montana Tech?
11. How to improve future events?

Survey sent	Survey Opened	Survey unopened	Click Through	Survey Response	Response %
183	84	51	50	58	32%

Performance Criteria B: Help alumni be prepared to achieve their career goal and help them find quality jobs.

Assessment method: Career Services DIGGERecruiting, Career Fair Information

Evaluation: The Alumni Engagement Office forwards all calls from companies looking to fill positions with experienced professionals to Career Services and are posted in DIGGERecruiting. Alumni have unlimited view-only access free of charge. Alumni are able to search for and save job postings. For a nominal fee alumni are able to post and store resumes, cover letters, documents as well as apply online. Alumni are also encouraged to participate in Montana Tech's semiannual Career Fairs.

Objective 3. Promote enrollment and student retention

Performance Criteria A: Increase the identification of alumni interested in interacting with students and the opportunities to interact academically.

Assessment method: An annual summary of documented alumni/student attributes and documented interactions in RE.

Evaluation: RE has the ability to track alumni interested in connecting with students. This opportunity is promoted through direct contact with alumni at local and national alumni events. Within the Freshman Engineering Program, a student assignment in EGEN 194 involves working with Career Services to identify and interview an alumnus within their similar discipline. EGEN 194 began in Fall 2014; and, the enrollment was 216 student in Fall 2014 and 60 in Spring 2015. At the time EGEN 194 was developed it was not a required assignment to find a mentor through Career Services. In 2014-2015 of the 276 students in the program 144 matches were made with alumni mentors.

	2014-2015	2015-2016
Number of Alumni with contact information in Raiser's Edge	11060	11349
Number identifying interest in working with students	503	504
Percent (%)	5%	4.4%

	2014-2015	2015-2016
Number of Students enrolled in Career Services Mentoring Program	276	266
Number of student and alumni matches	144	266
Percent (%)	88%	100%

Performance Criteria B: At least 50% of the companies the Montana Tech Career Fairs will have an alumnus recruiting students.

Assessment method: An annual summary of documented alumni recruiters in the RE database and Career Services company summaries.

Evaluation: Although companies choose the recruiters they send to campus for Career Fairs, it is important to build relationships with the alumni and companies through these events. It is also important to acknowledge the alumni who are recruiting. Alumni recruiters are identified to the students by specific name tag recognition during the Career Fairs.

	2013-2014	2014-2015	2015-2016
Fall Career Fair			
Number of Companies	101	123	89
Number of Montana Tech Alumni Recruiting	117	137	63
Number of Companies with Alumni Recruiters	55	74	33
%	54%	60%	52%
Spring Career Fair			
Number of Companies	58	52	44
Number of Montana Tech Alumni Recruiting	55	28	28
Number of Companies with Alumni Recruiters	35	17	18
%	60%	13%	64%

Objective 4. Advance Tech through financial and professional support

Performance Criteria A: The Montana Tech Alumni Association manages several scholarship funds that were entrusted to the Alumni Association from alumni and their families. These scholarships are reviewed annually by the Association Scholarship Committee to assess the availability of funds for distribution according to the criteria set by the donor.

The Montana Tech Alumni Association established an annual scholarship in memory of lifetime member and longtime Governing Board member Bob Toshoff. The Bob Toshoff Memorial Scholarship is awarded annually by the Montana Tech Alumni Association.

In addition to the above mentioned individual scholarships, the Montana Tech Alumni Association and the Montana Tech Foundation operate under a Memorandum of Understanding for the management and investment of the David & Bette Gleason Endowed Scholarship Fund.

Assessment Method: The scholarship funds entrusted to the Montana Tech Alumni Association are managed by an independent brokerage firm for investment. Each account is reviewed annually by the Association Scholarship Committee to determine monies available for distribution according to the criteria set by the donor.

Evaluation: All scholarship applications filed by current and incoming students are filtered through the Montana Tech Scholarship Committee for distribution according to the criteria set by donors.

Objective 5. Assist the administration, faculty, and Board of Regents to fulfill the mission of Montana Tech

Performance Criteria A: The Montana Tech Alumni Association President's responsibilities.

The Montana Tech alumni Association President is the principal executive officer of the Montana Tech Alumni Association. The President's duties as defined by the Montana Tech Alumni Association Bi-Laws are:

- Supervise and direct all business of the Montana Tech Alumni Association,
- Preside at Montana Tech Alumni Association meetings and perform all duties of the office of President,
- The President or designee is an ex-officio member of each committee and Chapter.
- The President or designee is a member of the Montana Tech Foundation Board and Foundation Board of Finance and Investment Committee
- The President or designated representative will officially represent the Montana Tech Alumni Association at all formal events of the university as deemed appropriate by the Chancellor.

Performance Criteria B: Montana Tech Alumni Association Board Representation

The Montana Tech alumni Association Governing Board consists of two Montana Tech representatives who serve as liaisons between Montana Tech and the Governing Board. One representative is the Director of Alumni Engagement and the other shall be a faculty/staff representative appointed by the Chancellor. The Chancellor and Vice Chancellor of Development and University Relations serve as advisors and partners of the Montana Tech Alumni Association.

Strengths:

Strengths of Montana Tech Alumni Engagement and the Montana Tech Alumni Association

- Working relationship with Montana Tech Advancement/Development Team
 - The Director of Alumni Engagement is part of the Montana Tech Advancement/Development Team which includes the Montana Tech Foundation and the Montana Tech Department of Public Relations and Marketing. Through this team effort, the Office of Alumni Engagement is able to reach out to more alumni through publications, social events and travel.
- Diversity of MTAA Governing Board
 - The Montana Tech Alumni Association Governing Board is currently more diverse than it has ever been in age, gender, degree programs and areas of the country. In recent years the Governing Board has had more applications than vacancies.
- Non-Dues Paying Alumni Association
 - Through the generous estate gift to the Alumni Association by an alumnus the Montana Tech Alumni Association and the Montana Tech Foundation have worked together to honor the intent of the donor to “benefit Montana Tech”. A Memorandum of Understanding between the Montana Tech Alumni Association and the Montana Tech Foundation established the David and Bette Gleason Endowed Scholarship to students of all disciplines as well as provide annual operating cost for the Montana Tech Alumni Association.

As defined in the Alumni Association Bi-Laws All former and current students who have successfully completed a degree and/or certificate program shall be considered Members of the Montana Tech Alumni Association.

- Database Integrity
 - Data Health Grade – A
 - Receiving an “A” makes our database an outlier of the best kind. It is a reflection of complete and accurate records, addresses, phones, businesses and emails.
 - A rep from Blackbaud said that in their experience, a “B” for an alumni database is excellent. An A is exceptional.
 - Alumni Engagement continues to work with the Enrollment Services Office to receive student data for the new grad import. After the new records have been imported into Raiser’s Edge, each graduate is then researched using Facebook, LinkedIn and Alumni Finder. This process allows Alumni Engagement to get information about them in a timely matter. We know where they live and work. For the most part, they are very responsive to emails regarding such information. This way, the graduates are hearing from us sooner than later about events, etc.
 - Alumni Engagement is still seeing a decrease in returned mail.
 - The Montana Tech Alumni Engagement Office prides itself in the integrity of its Alumni database. In 2014, the position of a full-time Database Administrator was established.

RE Changes	2013-2014	2014-2015	2015-2016
Updates or changes to business/employment information	1,234	2,312	1,736
Updates to addresses/emails	1,649	8,834	4,223

- Growth of Alumni Area Chapters
 - There are currently 13 Montana Tech Alumni Chapters: Alaska, Bakersfield CA, Billings, MT, Southwest Montana, Colorado, Gillette WY, Helena MT, Idaho Falls ID, Oklahoma City OK, Sheridan WY, Calgary Alberta, Houston TX and Utah. Established chapters continue to support Montana Tech and local alumni through events and socials. Additional Chapters that are in the developmental stages are Seattle WA and Dallas TX.

How will the program maintain the strengths?

- Working relationship with Montana Tech Advancement/Development Team
 - The Alumni Engagement Office will continue to work as part of the Advancement/Development Team to increase alumni events, socials, dinners and meetings.
- Diversity of MTAA Governing Board
 - The Montana Tech Alumni Association Governing Board will continue communicate with alumni the importance of maintaining a relationship with Montana Tech and encourage members of all degree programs to consider participating on the Board.
- Non-Dues paying Alumni Association
 - The Montana Tech Alumni Association Governing Board will continue to work under the Operating Agreement between Montana Tech and the Montana Tech Alumni Association. The Montana Tech Alumni Association President continues to represent the Montana Tech Alumni Association on the Foundation Board of Directors and Finance Committee. Through the generous contribution of David and Bette Gleason the Montana Tech Alumni Association Governing Board will continue to operate as a non-dues paying association.
- Database Integrity
 - The placement of a fulltime Database Administrator in the Alumni Engagement Office has proven the need to continue updating an ever changing database. The Alumni Engagement Office will take advantage of training offered to fully develop the database to the needs of Montana Tech.
- Growth of Alumni Area Chapters
 - The goal of the Montana Tech Alumni Engagement Office is to establish two new Chapters per year. As part of the Advancement/Development Team the outreach to alumni will continue to increase peaking interest in area Chapters.

Weaknesses:

Weaknesses of Montana Alumni Engagement Office

- Inadequate staffing and operating budget funding.
 - As Montana Tech graduates a record number of students each year it only follows that the alumni base will continue to rise. It is anticipated in the next few years that 60% of

our alumni population will have graduated within the last ten years. With this increase there will also be an increase in office expenses, travel expenses and event expenses to adequately communicate with Montana Tech Alumni. Currently the Montana Tech Alumni Engagement Office continues to operate with minimal staff and funding to meet the needs of our growing population

- Utility platform and alumni directory
 - The Montana Tech Alumni Engagement office manages the current Alumni website as well as the Montana Tech Alumni Association website. The purchase of an integrated utility platform that will provide more timely messaging, alumni directory and news feed would help elevate the growing cost of mailing and provide a social platform for Montana Tech Alumni to communicate.

How will the program address the weaknesses?

- Inadequate staffing and operating budget funding.
 - The Montana Tech Alumni Engagement Office will continue to work under the operating budget provided until funds are available to increase the budget. Each year a projection of expenses is provided to the Budget Committee to address this increase.

The Montana Tech Alumni Engagement Office also proposed the development of two positions to assist with the increasing alumni population. The position of a Program Coordinator is requested to oversee Chapter development, parent club programming and student alumni club programming. The position of an Event Planner is requested to oversee both on and off campus alumni functions.

- Utility platform and alumni directory
 - The Montana Tech Alumni Engagement Office continues to identify a software platform that would provide an alumni directory, event platform, social media, news feeds, streaming and podcasting. The estimated cost of software platform is added to the projected budget presented to the Budget Committee.