**ANNUAL ADMINISTRATIVE ASSESSMENT REPORT**

**Division:** University Advancement  
**Program Area/Department:** Alumni & Parent Programs

**Mission Statement:** The Office of Alumni and Parent Programs engages alumni, parents and students by providing meaningful opportunities that strengthen their connection to the University and each other.

<table>
<thead>
<tr>
<th>Goals or Student Learning Outcomes</th>
<th>Annual Performance Objectives (APOs)</th>
<th>Methods of Assessing Annual Performance Objectives</th>
<th>Assessment Results</th>
<th>Improvements Identified (I) or Made (M)</th>
<th>Year Assessed</th>
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<tbody>
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<td>List goals or student learning outcomes for your department, aligned with the mission of your division or the university. Goals are declarations of the end results you hoped to accomplish.</td>
<td>What specific actions did you take in the past year to help meet this goal? APOs should not be office functions, but should focus on how to better serve your constituents.</td>
<td>How, when, and where did you assess or evaluate your APOs, either quantitatively or qualitatively (i.e., surveys, interviews, focus groups, logbooks, completion times, success rates, etc.)?</td>
<td>What were the actual assessment results? How did you perform in meeting the APO?</td>
<td>What programmatic improvements were identified or made based on the assessment results? Describe and denote with an I or M.</td>
<td>List the Year when Goal/SLO was assessed.</td>
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1. Increase membership of alumni community social media tools including Bulldog Nation, Facebook, LinkedIn and Twitter

a. Continue to market the social media options through all communication tools like Butler Magazine, NewsFlash, website, etc.

b. Facilitate contests/giveaways for participation in social media outlets.

1) Benchmark number of alumni who register for online community, like Facebook page, join LinkedIn and Twitter pages (June 1, 2013 - May 31, 2013)

2) Benchmark number of contests

3) Survey Bulldog Nation members to gauge satisfaction

1) Increased membership of Bulldog Nation by 703, Facebook likes 499, and LinkedIn by 896 in fiscal year 2012-2013.

2) Facilitated 13 Bulldog Nation contests, 30 Facebook and 1 Twitter contests.

3) Bulldog Nation user survey was overwhelmingly positive.

(I) Found out in Feb. 2013 Bulldog Nation vendor was purchased by competitor. Using survey information to help guide evaluation of new vendor.  

(fiscal year 2012-2013)
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| 2. Launch new alumni association/chapter/club structure and engagement plan to broad alumni population increasing opportunity to engage more alumni outside of central Indiana region and grow number of chapters, clubs and regional representatives. | a. Announce new association/chapter/club structure to alumni community via Butler Magazine.  
b. Educate interested alumni on the process of starting a new association/chapter/club | 1) Benchmark the number of new association/chapter/clubs  
2) Benchmark the number of areas interested in starting a new association/chapter/club | 1) Ran article about the structure in the winter '12-'13 edition of the Butler Magazine  
2) Launched one new club (Jordan College of the Arts Community). and one new chapter (Detroit)  
3) Working with three areas interested in starting new chapters including St. Louis, Twin Cities, Philadelphia, and Evansville. | (I) need to monitor increased associations/chapters/clubs while not increasing staff or budget. | fiscal year 2012-2013 |
| 3. Create and implement undergraduate student engagement programming.                               | 1. Work with Butler University Student Foundation, alumni board annual giving office and student affairs to partner on programming | a. Successfully launch one new student engagement program  
b. Survey student engagement participants | 1) Launched three new student engagement programs (a) Bulldogs Forever networking event for students and alumni February 2013 with alumni board (b) PhAD event for student philanthropy awareness Feb. 2013 (c) Recognizing sophomores with a gift for reaching 30 hours and alumni status  
2) Survey results from both events were very positive with students appreciating the networking opportunity and being able to thank donors as part of the PhAD | (M) Move Bulldogs Forever event organization solely to BUSF. | fiscal year 2012-2013 |
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<td>event. 30 190 students picked-up alumni status gift.</td>
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