



GEORGIAN COURT UNIVERSITY

ALUMNI ASSOCIATION

Strategic Plan

FY2014-2017

Prepared by

Mary Casey Nebus, PhD., Alumni Association President

Marjorie Hale, Alumni Association Vice President

And Members of the Executive Committee for the Alumni Association

In Conjunction with University Leadership:

Sr. Rosemary Jeffries, PhD, University President

Mellissia Zanjani, PhD, CFRE, Vice President for Institutional Advancement

INTRODUCTION

Since 1999, the GCU Alumni Association has worked diligently to serve the alumni and alumnas. Currently, there are more than 14,000 alumni with Postal Service mailable addresses and 7,230 alumni with valid email addresses throughout the United States and the world. The success of the association is attributed to the unyielding and spirited dedication of the Sisters of Mercy and to the work of countless previous Alumni Association Presidents, University Presidents, and members of the University. This strategic plan was developed through a collaborative effort of the Executive Board of the Alumni Association, the University President's office and the Vice President of Institutional Advancement. The process was iterative beginning with the Alumni Association President and Vice President, Alumni Association committees and then to the University deans and directors, as well as members of the President's Administrative Team (PAT) with full circle completion to the executive board officers of the Alumni Association. Additional data used to compile this plan included alumni member surveys, research on best practices from Council for Advancement and Support of Education (CASE), and review of other University Alumni Association strategic plans, including peer and aspirant institutions.

Table of Contents

INTRODUCTION 1

GEORGIAN COURT UNIVERSITY (GCU) 3

 VISION 3

 MISSION 3

 CORE VALUES 3

 GCU STRATEGIC PLAN SYNOPSIS 4

OFFICE OF INSTITUTIONAL ADVANCEMENT..... 5

 VISION 5

 MISSION 5

ALUMNI ASSOCIATION 6

 VISION 6

 MISSION 6

 IN GENERAL..... 6

ROLES AND RESPONSIBILITIES 7

STRATEGIC INITIATIVES 10

APPENDIXES 27

 APPENDIX 1: COMMITTEES 28

 STANDING COMMITTEES 28

 AD HOC COMMITTEES 29

 APPENDIX 2: ABOD COMMITTEE MEMBERS 2013-2014..... 30

 APPENDIX 3: ABOD COMMITTEE MEMBERS 2014-2015 (as of 8/7/2014) 31

 APPENDIX 4: SWOT ANALYSIS..... 33

 APPENDIX 5: PEER COMPARISON 37

 APPENDIX 6: ALUMNI, FACULTY/STAFF/ADMINISTRATORS, AND STUDENT GIVING PARTICIPATION PERCENTAGE RATES 38

 APPENDIX 7: UNDERGRADUATE AND GRADUATE ALUMNI GRAPHICAL REPRESENTATION IN UNITED STATES 39

 APPENDIX 8: GLOSSARY OF TERMS 40

GEORGIAN COURT UNIVERSITY (GCU)

Georgian Court University, located in Lakewood, New Jersey, is a Roman Catholic comprehensive master's University, offering over 30 undergraduate degree programs and ten graduate degree programs. Founded by the Sisters of Mercy in 1908, the University became fully co-educational in fall 2013, broadening its already co-educational evening and graduate programs to offer a residential and athletic experience for undergraduate men as well as women.

VISION

Georgian Court University is a leading regional University that provides a transformative education, preparing students for ethical leadership and service in the Catholic Mercy tradition.

MISSION

Georgian Court University, founded and sponsored by the Sisters of Mercy, provides a comprehensive liberal arts education in the Roman Catholic tradition. The University has a special concern for women and is a dynamic community committed to the core values of respect, integrity, justice, compassion, and service locally and globally. Georgian Court University provides students with:

- a curriculum broad enough to be truly liberal, yet specialized enough to support further study and future careers;
- an environment for the entire University community to grow through shared educational, cultural, social, and spiritual experiences;
- the will to translate concern for social justice into action.

CORE VALUES

Georgian Court University is committed to the Mercy core values of respect, integrity, justice, compassion, and service.

1. **RESPECT**- We reverence the dignity of all persons and all life as gifts of God and strive to promote community in our world.
2. **INTEGRITY**- We believe that fidelity to moral principles, honesty, and sincerity are the basis of trustworthiness in all encounters.
3. **JUSTICE**- We believe ordering of right relationships with all persons and all creation is fundamental to our advocacy for structures that protect the vulnerable.
4. **COMPASSION**- We embrace the joys and sorrows of others to whom and with whom we minister and are moved to action in solidarity with the human community.
5. **SERVICE**- We joyfully extend our energy and resources on behalf of the poor, sick, and uneducated, working to relieve misery and address its causes where possible.

GCU STRATEGIC PLAN SYNOPSIS

During the Spring of 2011, Sr. Rosemary Jeffries, Ph.D., President, held a series of meetings with staff, faculty, trustees, and other members of the Georgian Court University community to discuss the university's financial challenges. A combinations of economic downturn, declining enrollment, and shrinking state aid had left the University with some significant challenges to overcome. However, Sister Rosemary and the University members remained optimistic and faithful, and launched a new strategic plan, titled, "A New Vision 2012-2017". This new plan included four key pillars, which were classified as strategic initiatives, and are listed below as the contents of this document guide the development of the Alumni Association plan. The four key pillars were:

1. Rebrand Georgian Court University to Reflect Its Mission
2. Promote Transformative Education
3. Optimize Enrollment
4. Strengthen Leadership, Planning, Technology, and Governance

Pillar number four- Strengthen Leadership, Planning, Technology, and Governance includes the specific initiative that relates to the Office of Institutional Advancement and by extension to the Alumni Association. The specific initiative is 4.3 which speaks to the need to cultivate alumni, friends, parents, and supporters of Georgian Court University. The specific elements of the initiative are outlined below:

- 4.3.1 Increase all fund-raising efforts to support and implement the university's strategic plan and priorities.
- 4.3.2 Secure funds to strengthen the endowment and maintain/enhance both human and physical capital and current operations.
- 4.3.3 Establish a coordinated fund-raising effort encompassing all fund-raising at the university, including annual giving, major gifts, alumni engagement, grants, planned giving, and campus fund-raising events, which will develop best practices and stewardship of all donors and prospects.

The next section will describe additional information about the Office of Institutional Advancement.

OFFICE OF INSTITUTIONAL ADVANCEMENT

VISION

The Office of Institutional Advancement (OIA) is recognized as a facilitator in the process of maximizing philanthropic resources for Georgian Court University and will be recognized among the top 10 peer institutions in categories assessed by the Voluntary Support for Education (VSE). Further, the Office of Institutional Advancement seeks to be recognized for a pivotal leadership role in:

- Planning and executing activities in all three campaign segments of 1) special events and annual giving, 2) major/capital giving and 3) planned/estate giving;
- Garnering statewide and national recognition from peers and aspirants as a model of philanthropic innovation;
- Stimulating financial investment that ensures the success of the University's mission and goals;
- Collaborating with enrollment services, academic affairs, student life, and other areas of the University to generate prospective student interest and affinity leading to continued recruitment and retention;
- Increasing student and alumni engagement; and
- Cultivating the University's most valuable strategic relationships among key constituents in support of the University.

MISSION

The mission of the Office of Institutional Advancement is to build a compelling case for philanthropic support for the University strategic vision, mission, and goals. This mission is accomplished by strengthening bonds among and between alumni, faculty, staff, students, and the external community.

ALUMNI ASSOCIATION

VISION

The vision of the GCU Alumni Association is that members of the Association shall model core values, advocate for alumni in community engagement with the University, assist the Office of Institutional Advancement in effectively serving the alumni, encourage alumni spirit of service and support to current students, support the University in realizing its mission and goals, and promote financial support of the University.

MISSION

The mission of the GCU Alumni Association is to further spiritual, cultural, and intellectual growth of the alumni of GCU. We seek to enhance the bond among its members and partner with the University in its mission, goals and financial growth. We are committed to serve our members and the University.

IN GENERAL

The Alumni Association fosters the development of its members, the University, and seeks to expand the awareness of the larger community to the Mission and values of the University and the Mercy core values. The purpose of this organization is to seek to enhance the bond among the members of the GCU alumni to accomplish the Mission, promote the welfare of GCU by aiding in its financial growth, promote and support higher education, and cultivate participation with Georgian Court and its global community.

The Alumni Association is the organization of the alumni and is represented through the elected Alumni Board of Directors (ABoD) to the University and the University to the larger community. The Association is composed of all graduates of GC and those who have completed 12 credits and are no longer enrolled. The membership categories are:

- Full Membership: Any person who holds a bachelor's or master's degree from Georgian Court University (1908-2003 Georgian Court College; 2004-present, GCU). Full members may attend all meetings, vote for ABoD members, and hold office within the Association. Full members are encouraged to participate on an Association committee.
- Associate Membership: Any person who has completed a minimum of one semester's work (i.e., 12 credits) at Georgian Court, and is no longer enrolled at Georgian Court. Associate members may attend all meetings, vote for ABoD members but not hold ABoD office. Associate members are encouraged to participate on an Association Committee.

- **Honorary Membership:** Any person who currently holds an executive leadership position in the Sisters of Mercy and/or the University, and those with honorary degrees. Honorary members are entitled to the privilege of the floor but may not vote or hold ABoD office.

The Alumni Association is a recognized group that is funded by the University to maintain alumni engagement in support of the total University vision, mission, and values. Specifically, the unit of Institutional Advancement through Alumni Engagement acts as liaison between the University and the Alumni Association. The GCU offices provide financial and administrative support to the ABoD and provide a link between ABoD and GCU departments and offices and between ABoD and Alumni Association members.

ROLES AND RESPONSIBILITIES

Alumni Association Roles, Responsibilities, and Expectations

The purpose of this document is to define the roles and responsibilities of the members of the Executive Committee of the Alumni Board of Directors (ABoD); Executive Board of Directors, EBoD), the ABoD members, and Regional/Affinity Group Leaders of the Alumni Association.

Executive Board of Directors (EBoD)

The EBoD is composed of the following voting members:

- President
- Vice-President (who is President-elect)
- Secretary
- Chairs of the standing committees
- Chairs of any ad hoc committees
- and the non-voting representative of the Office of Institutional Advancement appointed by the Vice President for Institutional Advancement.

The EBoD is composed of elected members (the President, Vice-President, and Secretary) and appointed members who represent the ABoD and act for the ABoD between general meetings (currently held in September, February, and June). Members' terms begin July 1 and end the following June 30. Elected members are voted by the ABoD biennially, with the exception of the Vice President who assumes the position of President at the conclusion of the current President's term. Appointed members serve at the pleasure of the President and may continue as long as they are ABoD members.

Roles of EBoD Members

The ABoD President is the presiding officer, fulfilling a leadership role and performing administrative duties. The authority of the President is found in the Constitution. Administrative duties include representing the Association to other constituencies (including students, faculty, administration, external groups) and presiding at meetings. The President is an *ex officio* member of all ABoD committees.

The presiding officer is required to maintain order, be fair and impartial, and protect the rights of all members. The primary qualities of an effective presiding officer are good judgment, the ability to be taught, active listening skills, calmness, humility, and firmness (westsidetoastmasters.com).

The President may expect to invest 1-3 hours of time/week in ABoD and EBoD duties overall, with additional time required in preparation for ABoD meetings.

The Vice-President is authorized to perform all duties of the President in that person's absence or inability to fulfill the role. The Vice-President assists the President as requested. The qualities requisite of the President are common to the Vice-President. The Vice-President position also requires 1-3 hours of time/week, with additional time in preparation for ABoD meetings.

The Secretary may be the most important person in the organization. The Secretary is responsible for maintenance of all records, including minutes of all meetings, accurate membership lists, the Constitution, and correspondence. The investment in time is 2-5 hours/month.

Committee chairs are the presiding officers of the committees and, thus, have the duties of a presiding officer, including planning, organizing, and conducting meetings. They are responsible for implementing assignments to achieve the committee objectives that advance the strategic goals of the ABoD. Time investment is 2-5 hours/month, with additional time for attending events of the committee.

Responsibilities of EBoD Members

All members of the EBoD have the following responsibilities:

1. Attend ABoD and EBoD meetings
2. Represent the Alumni Association, its Vision and Mission, when in an official capacity
3. Support the Mission of the ABoD and GCU as prescribed by the Constitution
4. Develop strong working relationships with other ABoD members.
5. Advance the initiatives of the ABoD to achieve the goals stated in the Alumni Association Strategic Plan.

ABoD Members

Responsibilities of All ABoD Members

All ABoD members are required to serve on at least one Board committee and attend Board meetings either in person, by telephone, or electronically. Board members are also required to assist with events, including fundraisers etc. Board members are expected to contribute to the University general fund, a scholarship fund, or an Alumni Association-sponsored function such as the 1908 Society, or make a non-monetary contribution through gifts-in-kind, during each

fiscal year. Any Board member unable to fulfill the above responsibilities in part or whole must inform the Secretary of the Executive Committee.

ABoD members also are expected to:

1. Represent the Alumni Association and its Vision and Mission when participating as an ABoD member
2. Support the Mission of the ABoD and GCU as prescribed by the Constitution
3. Develop productive working relationships with other ABoD members, especially those on the same committee
4. Advance the initiatives of the ABoD to achieve the goals stated in the Alumni Association Strategic Plan
5. Engage with alumni from their class, geographic region, majors, and/or affinity groups to advance the initiatives of the ABoD and encourage committee participation
6. Reach out to classmates/other alumni in geographic areas with a potential to establish regional chapters

Regional/Affinity Group Leaders

Regional/Affinity Group Leaders serve as the hands-on active link between the region and/or affinity group they serve, the ABoD, and GCU staff. Their constituents include but are not limited to the GCU ABoD officers and members, club volunteer leaders, and young alumni.

Roles of Regional/Affinity Group Leaders

Leaders plan and coordinate with GCU staff on specific events as outlined in strategic plan to fulfill goals of the Alumni Association. They make recommendations to the GCU Alumni Board on how to support activities that increase engagement and alumni participation within the region and/or affinity group. Each regional/affinity leader is expected to support the University financially to the best of his/her ability, making GCU a philanthropic priority, and to encourage members of the region/affinity group to do the same. Time investment varies with the group.

Bibliography

http://westsidetoastmasters.com/resources/roberts_rules/chap11.html

<http://www.wheel.ie/content/responsibilities-officers>

Members of the ABoD:

- Must exemplify the GCU University vision, mission, and values.
- Must support the University by contributing to the University on an annual basis. There is an expectation that 100% of the Alumni Board will donate.
- Must encourage fellow alumni to support the University through giving, advocacy, and engagement in programs.
- Must be actively engaged during board meetings, providing feedback.

- Must remain actively engaged with other alumni in the member's area, seeking feedback on their alumni experiences and learning about their continued alumni needs.
- Must enjoy the alumni experience and talk openly and positively about the University to others, especially the alumni community.
- Must remain actively engaged between meetings, including responding to inquiries from the Alumni Office, attending University events when possible and staying up-to-date on University news.
- Must serve in a volunteer capacity in at least two alumni programs annually (for example, Homecoming/Family Day, alumni regional events, student recruitment and job placement).

The ABoD at the September 13, 2014 meeting, determined that to be a member in good standing:

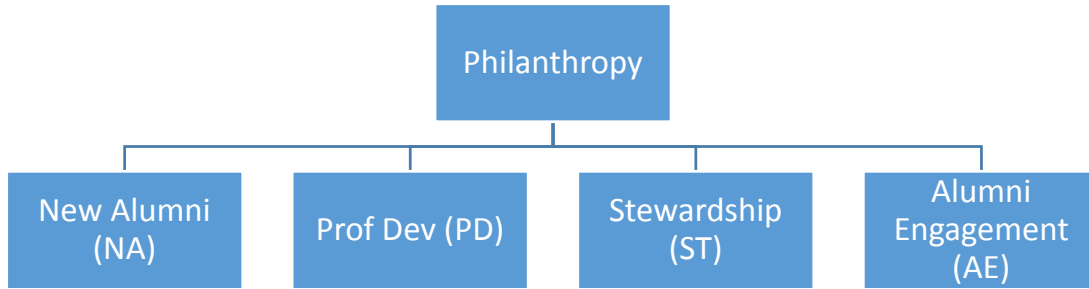
- ABoD members attend at least two board meetings each year, per the Constitution.
- ABoD members serve on at least one committee, per the Constitution.
- ABoD members meet annual giving requirement, per the Constitution.
- ABoD members participate in one Chapter or Club.
- ABoD members attend two on- or off-campus events each year.
- ABoD members assist with an ongoing program (e.g., sale of *Chaucer in the Mansion* DVD, Mercy Garden, Enchanted Closet).

In addition, EBoD (Executive Board of Directors or the Executive Committee) members participate in 75% of EBoD conference calls.

STRATEGIC INITIATIVES

The Alumni Association endeavors to accomplish five strategic initiatives that are relevant to its Mission:

1. Further the spiritual, cultural, and intellectual growth of the alumni of GCU,
2. Enhance the bond among the Alumni Association members and partner with GCU in its mission, goals, and financial growth,
3. Promote the welfare of GCU by aiding in its financial growth,
4. Promote the welfare of GCU by supporting higher education, and
5. Promote the welfare of GCU by cultivating participation with Georgian Court and its global community.



The ABoD, with a membership of 25 elected from Full Members to a four-year term, works to accomplish the Mission and Vision of the Alumni Association. The ABoD maintains four standing committees (Alumni Engagement (AE), New Alumni (NA), Stewardship (ST), and Professional Development (PD)) that have a particular focus differentiated by either member or program characteristics (Figure 1). In addition, there are three ad hoc committees which are the Nominating committee, Awards committee, and the Reunion committee (appendix 1).

As part of the ABoD Retreat in September 2013, the members of the four standing committees participated in a workshop in which they were charged with developing an individual strategic plan that identified that committee’s purpose, stakeholders, resource needs, strategies, and progress indicators; provided a needs assessment; and developed SMART (Success, Measurable, Attainable, Realistic, Time-bound) goals and objectives that are relevant to specific strategic initiatives contained in the GCU Strategic Plan for 2012-2017. Figure 1 was created to present the overarching guide for all alumni committee and working board structure in support of the university. See appendix 2 for the ABoD officers and committee members for the membership year 2013-2014 who participated in developing the individual committee strategic plans. See appendix 3 for a list of the 2014-2015 committee members.

Figure 1: Alumni Association Committees and Philanthropic Relationship

The goals for the Alumni Association plan are:

- Goal 1: To engage alumni in a variety of activities (e.g., events, social gatherings, athletic competition, social media) that reflect the diversity in age, gender, interests, and geography that is the Alumni Association
- Goal 2: To maintain and increase alumni philanthropic endeavors and donor giving rates
- Goal 3: To engage with current students to increase the visibility of the Alumni Association within the student population and establish a link to the experience of GCU
- Goal 4: To engage more alumni in the work of the ABoD committees

Goal 1	<i>To engage alumni in a variety of activities (e.g., events, social gatherings, athletic competition, and social media) that reflect the diversity in age, gender, interests, and geography that is the Alumni Association.</i>				
	<i>FY1213</i>	<i>FY1314</i>	<i>FY1415</i>	<i>FY1516</i>	<i>FY1617</i>
Total # active members in all clubs/chapters					
# Events for each chapter/club					
# Class agents	145	145			
# Volunteer hours/ #volunteers	3,879/199	3,670/188			
# Events	48	38	18		
# Student life engagements					
# Admission engagements/ recruitment for chapters and clubs					
# New chapters to form (Philadelphia, Pittsburgh, Bethlehem)					
# New Clubs					
# Existing chapters					
# New chapters					
# Students					
# Alumni					
# Admission engagements/ recruitment					
# Student orientation					
# Career events for alumni					
# Alumni attending career events					
# Alumni involved with					

speaker's bureau					
# Alumni hosting internships for students					
# Alumni providing mentoring/shadowing events					
# Professional development events for alumni with CEU					
Responsibility	Tactics	Intended Results	Metrics	Timeline	
AE Purpose:	The primary focus of the Alumni Engagement (AE) committee is to provide the support of existing clubs and chapters of the Alumni Association and to encourage the development of additional clubs and chapters as needed.				
GCU Committee Liaison- Karissa Merkel, Assistant Director of Student Leadership & Engagement					
AE	Evaluate the current chapter/ club organization and support the efforts of the existing groups through continued assessment of the success of various programs and changing or eliminating programs that do not gain the support of the membership.	Increase membership by 25% on an annualized basis.	Baseline is current attendees	One year, with quarterly updates	
AE	Increase the Business Club membership.				
AE	Current- Support the Monmouth County Chapter by keeping in contact with the leadership to monitor events and attain administrative paperwork.				
AE	Current- Support the Middlesex County Chapter by keeping in contact with the leadership to monitor events and attain administrative paperwork.				

AE	Current- Support the National Capital Chapter by keeping in contact with the leadership to monitor events and attain administrative paperwork.			
AE	Current- Support the Florida Chapter by keeping in contact with the leadership to monitor events and attain administrative paperwork.			
AE	Current- Support the New England Chapter by keeping in contact with the leadership to monitor events and attain administrative paperwork.			
AE	Reach out to newer chapters/clubs and provide additional support (i.e., contacting alumni in the area, identifying key personnel, and identifying local customs or obstacles to growth) as needed.	Accomplish 50% of the goal, i.e., number of newly established clubs and chapters	3 of 6 groups established within 1 yr.	One year, with quarterly updates
AE	Identify alums in PA with an eye to establishing chapters in Philadelphia, Pittsburgh and Bethlehem by contacting alums in those areas to gauge interest and feasibility.			
AE	Investigate regional chapters in NJ, PA, West Coast and other locations with a # of alumni.			
AE	New- Identify Nursing alums to contact and identify level of interest and willingness to establish a Nursing Club			
AE	New- Identify former SGA members to contact and identify level of interest and willingness to establish a SGA club.			
AE	New- Identify former Education majors to contact and identify level			

	of interest and willingness to establish an Education club.			
AE	Contact OIA for lists of alums with the attributes of the Clubs and Chapters to be formed.			
AE	Ensure minutes and reports are received from each chapter and that they are included in the AE monthly meetings	Maintain good communication via email and include them in monthly AE conference call meetings.		One year, with quarterly updates
AE	Identify key people to spearhead the new chapters and propagate its growth. Further action TBD after receipt of data		TBD	TBD
AE	Hold a networking event on campus, including present students in these discipline areas- Nursing, Business, SGA. Business Club has events planned for this fiscal year and seeks to establish the same with Nurses, SGA, etc. Establish protocol for event planning that includes students, recent alumni as well as other alumni.	Establish the entities and facilitate 1 event per year.	1 event per yr per club or chapter	One year, with quarterly updates
NA Purpose:	The primary focus of the New Alumni (NA) committee is graduates/alumni of the last decade and the current students of GCU. This committee is the liaison between the Alumni Association and the SGA, representing the students. The committee is responsible for developing/strengthening the bonds with the graduates of the last decade and current students with the Alumni Association.			
GCU Committee Liaison- Erin McCarron, Coordinator of Student Activities				
NA	Organize on-campus activities for reunion weekend with a wide range of appeal			
NA	Re-engage alumni from the last 10-15 years			
NA	Strengthen our partnership with Intercollegiate			

	Athletics by bringing alumni to campus			
NA	To learn how to “sell” Alumni Association participation at events.	Possibly create survey for NA. To actively engage participants	Establish commitment/interest in NA in at least 10% of alums contacted/come in contact with	
NA	Establish pool of NA volunteers for assistance in events with flexibility in obligation	Draw from database from OIA for contact pool	Increase pool by 5 per quarter	
<u>PD Purpose:</u>	The primary focus of the Professional Development (PD) committee is the development and enhancement of the careers of the alumni of GCU.			
GCU Committee Liaison- Kathleen Brady, Director of Career Development				
PD	Collaborate with New Alumni to generate activities similar to a boot camp focused on personal finance and budgeting; professional dressing, understanding contracts, understanding benefits, LinkedIn and social media; interviewing, social etiquette skills for networking; applying to graduate schools	Prepared, polished, professional and knowledgeable job seekers	Number of attendees	Create 3 networking/panel events targeting majors; alum also invited
PD	Generate a LinkedIn session to grow and to teach the expansion of LinkedIn for alumni	Increase membership, get 1000 members	Increase with alums	Identify jobs from alumni, constant outreach
PD	Seek to collaborate with New Alumni Committee to include students in Social Media networking focused on professional development (LinkedIn)			
PD	Seek to collaborate with Stewardship Committee to include friends of GCU in Social Media networking focused on professional development (LinkedIn)			
PD	Generate new opportunities for alumni to host student internships			

PD	Generate new opportunities for alumni to mentor/shadow students			
PD	Generate new opportunities for alumni to be involved with speaker's bureau			
PD	Generate new opportunities to work with continuing professional education unit to develop events that award CEUs			
PD	Increase alumni attendance at Career Development events, targeting the Career Week in March 2014			
PD	Use alumni feedback to develop programs for career management (directed at alumni)			
PD	Promote use of Career Development Office by alumni			
PD	Develop alumni speakers bureau			
ST Purpose:	The primary focus of the Stewardship (ST) committee is to provide support of GCU and its Mission in all manner, financial and otherwise.			
GCU Committee Liaison- Erin McCarron, Coordinator of Student Activities				
ST	Alumni participate in Remembrance Mass	Contribute towards Campus Ministry Needs	Participate in Remembrance Mass	4-6 weeks
ST	Identify past and prospective Class Agents	To increase Agent Participation by 25%		Year Round
ST	Develop Agent Handbook	Compile Comprehensive Practices	Digital copy of handbook	Target Jan 31 2015
ST	Disseminate Agent Best Practices			
ST	Host Class Agent Meeting to set goals/work agenda	Host Retreat of Class Agents	Minimum of 1 Class Agent per graduating class	
ST	Promote alumni in greater community by representing GCU at external activities, e.g., Breast Cancer Walk,			

	Relay for Life, table at PNC Art Center			

Goal 2	<i>To maintain and increase alumni philanthropic endeavors and donor giving rates</i>					
		<i>FY1213</i>	<i>FY1314</i> <i>*tentative</i>	<i>FY14-15</i>	<i>FY15-16</i>	<i>FY16-17</i>
UG %age Rate/Dollars		11.33% / \$420,067	10.96% / \$346,530			
Grad %age Rate/Dollars		4.68% / \$11,761	4.58% / \$11,141			
NoDegree %age/Dollars		11.67% / \$1,220	8.62% / \$856			
Total %age/Dollars		9.81% / \$433,048	9.47% / \$358,527			
ABoD %age Rate/Dollars		84% (21/25) / \$17,672.83	95% (19/20) / \$41,650.36	13% (3/23) / \$510.00		
Average Chapter %age/\$						
Average Club %age/\$						
Class Agent Giving %age/\$						
<i>Responsibility</i>	<i>Tactics</i>	<i>Intended Results</i>		<i>Metrics</i>	<i>Timeline</i>	
ALL	Expand alumni participation over base participation rates for FY13-14 categories					
ALL	Train all ABOD, class agents, officers and all active alumni members on the importance of the alumni participation rate					
<u>AE Purpose:</u>	The primary focus of the Alumni Engagement (AE) committee is to provide the support of existing clubs and chapters of the Alumni Association and to encourage the development of additional clubs and chapters as needed.					

GCU Committee Liaison- Karissa Merkel, Assistant Director of Student Leadership & Engagement

AE	Train Chapter & club leaders and chapter members on the importance of the alumni participation rate as revealed via the Bond Rating, Accreditation, Great Colleges To Work, VSE, etc. Ensure this goal is shared with all existing and newly formed clubs, and is part of every event. Provide information on what we have done in the past that has proven to be successful, e.g., Enchanted Closet, Annual Giving, Profitable Events (e.g., Monmouth Chapter initial event)	Increased alumni giving by identifying new donors and new sources of revenue	Data provided by OIA	
AE	Current- To increase financial support from the Monmouth County Chapter , train the chapter leader and members on the importance of the alumni participation rate as revealed via the Bond Rating, Accreditation, Great Colleges To Work, VSE, etc.		100%	6/30/15
AE	Current- To increase financial support from the Middlesex County Chapter , train the chapter leader and members on the importance of the alumni participation rate as revealed via the Bond Rating, Accreditation, Great Colleges To Work, VSE, etc.		100%	6/30/15
AE	Current- To increase financial support from the National Capital Chapter , train the chapter leader and members on the		100%	6/30/15

	importance of the alumni participation rate as revealed via the Bond Rating, Accreditation, Great Colleges To Work, VSE, etc.			
AE	Current- To increase financial support from the Florida Chapter , train the chapter leader and members on the importance of the alumni participation rate as revealed via the Bond Rating, Accreditation, Great Colleges To Work, VSE, etc.		100%	6/30/15
AE	Current- To increase financial support from the New England Chapter , train the chapter leader and members on the importance of the alumni participation rate as revealed via the Bond Rating, Accreditation, Great Colleges To Work, VSE, etc.		100%	6/30/15
AE	New- To increase financial support from the Nursing Club , train the chapter leader and members on the importance of the alumni participation rate as revealed via the Bond Rating, Accreditation, Great Colleges To Work, VSE, etc.		75%	6/30/15
AE	New- To increase financial support from the SGA Club , train the chapter leader and members on the importance of the alumni participation rate as revealed via the Bond Rating, Accreditation, Great Colleges To Work, VSE, etc.		75%	6/30/15
AE	New- To increase financial support from the		75%	6/30/15

	Education Club , train the chapter leader and members on the importance of the alumni participation rate as revealed via the Bond Rating, Accreditation, Great Colleges To Work, VSE, etc.			
PD Purpose: The primary focus of the Professional Development (PD) committee is the development and enhancement of the careers of the alumni of GCU.				
GCU Committee Liaison- Kathleen Brady, Director of Career Development				
PD	Promote need for philanthropic support at every activity			
ST Purpose: The primary focus of the Stewardship (ST) committee is to provide support of GCU and its Mission in all manner, financial and otherwise.				
GCU Committee Liaison- Erin McCarron, Coordinator of Student Activities				
ST	Provide examples of support for other annual needs to increase giving, e.g., Enchanted Closet donations, work at Mercy Garden, etc.			
ST	Maintain and expand outreach for existing initiatives	Foster continuing support for all initiatives	100% contribution of ABOD in February Meeting (in-kind donations)	February 21, 2015
ST	Baseline class agent giving		Increase by 25 %	Spring 2015
ST	Obtain 100% class agents			
ST	Engage class agents in thank-a-thon			
ST	Expect that all class agents will encourage and support active philanthropic support			
ST	Assemble committee to make phone calls and/or send personal notes of “thank you” for gifts and report on upcoming			

	activities occurring at the Court that may be of interest to alumni			
Ad Hoc/ Reunion	Encourage and promote philanthropic support in all activities			
Ad Hoc/ Nominating	Ensure new potential ABOD committee and board members understand need for philanthropic funds and the Alumni participation rate			
Ad Hoc/ Awards	Ensure awardees understand need for philanthropic funds and the Alumni rate			

Goal 3	<i>To engage with current students to increase the visibility of the Alumni Association within the student population and establish a link to the experience of GCU</i>					
		FY1213	FY1314	FY14-15 *tentative	FY15-16	FY16-17
# Students		2,313	2,257	2,074		
# Alumni		12,968	13,174	13,789		
# Alumni at Grad Finale						
# Alumni at 100 Days						
Responsibility	Tactics	Intended Results		Metrics	Timeline	
AE Purpose:	The primary focus of the Alumni Engagement (AE) committee is to provide the support of existing clubs and chapters of the Alumni Association and to encourage the development of additional clubs and chapters as needed.					
GCU Committee Liaison- Karissa Merkel, Assistant Director of Student Leadership & Engagement						
AE	Co-sponsor with New Alumni to hold a networking event on campus, including present students in these discipline areas: Nursing, Business, SGA. Business Club has events planned for this fiscal year and seek to establish	Establish the entities and facilitate 1 event per year.		1 event per year per club or chapter	One year, with quarterly updates	

	the same with Nurses, SGA, etc.			
NA Purpose:	The primary focus of the New Alumni (NA) committee is graduates/alumni of the last decade and the current students of GCU. This committee is the liaison between the Alumni Association and the SGA, representing the students. The committee is responsible for developing/strengthening the bonds with the graduates of the last decade and current students with the Alumni Association.			
GCU Committee Liaison- Erin McCarron, Coordinator of Student Activities				
NA	Increase # of alumni present at senior events, such as 100 Days and Grad Finale as a visible and viable organization			
NA	Promote and assist with Homecoming/Family Day to draw both current students and more recent graduates			
NA	Identify and promote alumni presence at GCU athletic competitions			
NA	Connect with students on campus through leadership and all organizations; Connect with campus student leadership e.g., Assistant Provost Goff to identify liaison.	Identify contact person within student group/organization. Scheduled face to face contact with that contact person. Identify how we can be present at student group activity. Attend and participate in class events.	Reaching out all student organizations. Have face-to-face meetings with at least 10% of the groups. Attend at least 5% of campus activities/event that have been identified to us.	
PD Purpose:	The primary focus of the Professional Development (PD) committee is the development and enhancement of the careers of the alumni of GCU.			
GCU Committee Liaison- Kathleen Brady, Director of Career Development				
PD	Collaborate with New Alumni Committee.			
PD	Coordinate with key faculty members to provide a speaker's bureau, and identify student leaders and engaged alumni.			
PD	Assist in transition of students directly to a career.			

ST Purpose:	The primary focus of the Stewardship (ST) committee is to provide support of GCU and its Mission in all manner, financial and otherwise.			
GCU Committee Liaison- Erin McCarron, Coordinator of Student Activities				
ST	Goal not applicable to Stewardship Committee			

Goal 4	<i>To engage more alumni in the work of the ABoD committees</i>				
	<i>FY1213</i>	<i>FY1314</i>	<i>FY14-15</i>	<i>FY15-16</i>	<i>FY16-17</i>
# Current ABoD members on Alumni Engagement		5	8		
# Prospective non-ABoD members on Alumni Engagement		2			
# New non-ABoD members on Alumni Engagement		2	5		
# Current ABoD members on Stewardship		7	8		
# Prospective non-ABoD members on Stewardship					
# New non-ABoD members on Stewardship		2	3		
# Current ABoD members on Professional Development		6	5	7?	
# Prospective non-ABoD members on Professional Development		3?	1	12?	
# New non-ABoD members		3	1	12?	

on Professional Development				
Responsibility	Tactics	Intended Results	Metrics	Timeline
AE Purpose:	The primary focus of the Alumni Engagement (AE) committee is to provide the support of existing clubs and chapters of the Alumni Association and to encourage the development of additional clubs and chapters as needed.			
GCU Committee Liaison- Karissa Merkel, Assistant Director of Student Leadership & Engagement				
AE	Invite and engage participation in monthly conference calls.	More new members	9 new members to AE Committee	9/11/14-6/30/14 Update Quarterly
AE	Current ABoD members on Alumni Engagement.	Engage current members	5 new members to AE Committee	9/11/14-6/30/14 Update Quarterly
AE	Build a pipeline to have potential members to participate with Alumni Engagement.	Engage prospective members	10 new members to AE Committee	9/11/14-6/30/14 Update Quarterly
AE	Identify individuals who were Nursing majors to serve on the AE Committee.	Increase and engage new members	3 new members to AE Committee	9/11/14-6/30/14 Update Quarterly
AE	Identify individuals who were former SGA members to serve on the AE Committee.	Increase and engage new members	3 new members to AE Committee	9/11/14-6/30/14 Update Quarterly
AE	Identify individuals who were Education majors to serve on the AE Committee.	Increase and engage new members	3 new members to AE Committee	9/11/14-6/30/14 Update Quarterly
PD Purpose:	The primary focus of the Professional Development (PD) committee is the development and enhancement of the careers of the alumni of GCU.			
GCU Committee Liaison- Kathleen Brady, Director of Career Development				
PD	Invite and engage participation in monthly conference calls.	Increase and engage new members	9 new members to Professional Development Committee	9/11/14-6/30/14 Update Quarterly
PD	Current ABoD members on Professional Development	Engage current members	5 new members to Professional	9/11/14-6/30/14

			Development Committee	Update Quarterly
PD	Build a pipeline to have potential members to participate with Professional Development	Engage prospective members	10 new members to Professional Development Committee	9/11/14-6/30/14 Update Quarterly
PD	Identify alumni who were involved with speaker's bureau to serve on the Professional Development Committee.	Increase and engage new members	3 new members to Professional Development Committee	9/11/14-6/30/14 Update Quarterly
PD	Identify alumni who hosted internships for students to serve on the Professional Development Committee.	Increase and engage new members	3 new members to Professional Development Committee	9/11/14-6/30/14 Update Quarterly
PD	Identify alumni who provided mentoring/shadowing events to serve on the Professional Development Committee.	Increase and engage new members	3 new members to Professional Development Committee	9/11/14-6/30/14 Update Quarterly
ST Purpose:	The primary focus of the Stewardship (ST) committee is to provide support of GCU and its Mission in all manner, financial and otherwise.			
GCU Committee Liaison- Erin McCarron, Coordinator of Student Activities				
ST	Recruitment	Identify potential committee members and invite to participate in working meetings.	Increase committee participation by 50%	6/1/2015
ST		Identify former class agents to participate with Stewardship.		

APPENDIXES

APPENDIX 1: COMMITTEES

STANDING COMMITTEES

Alumni Engagement Committee

The primary focus of the Alumni Engagement Committee is to provide the support of existing clubs and chapters of the Alumni Association and to encourage the development of additional clubs and chapters as needed. This committee, in collaboration with the Office of Alumni Engagement, will be responsible for producing a newsletter that will be available both electronically and in print to provide information and news to alumni in a timely fashion. The committee also endeavors to develop programs of general interest to the alumni (for example, Year of Faith programs). The committee collaborates with the Alumni Engagement office of the University in developing these initiatives.

New Alumni Committee

The primary focus of the New Alumni committee is graduates/alumni of the last decade and the current students of GCU. This committee is the liaison between the Alumni Association and the SGA, representing the students. The committee is responsible for developing/ strengthening the bonds with the graduates of the last decade and current students with the Alumni Association. This committee will engage the interests of the alumni, suggesting activities, events, and ways to engage the alumni and students in the work of the Alumni Association and University. The graduates and students of the Communiversities and online programs should be represented on this committee as well as traditional resident, commuter, and nontraditional student.

Professional Development Committee

The primary focus of the Professional Development committee is the development and enhancement of the careers of the alumni at GCU. The committee coordinates and collaborates with the Career Counseling center at GCU to provide programs of interest to alumni. Job/career mentoring, preparing for the workforce, networking opportunities, as well as continuing education programs may be supported and developed by this committee.

Stewardship Committee

The primary focus of the Stewardship committee is to provide support of GCU and its Mission in all manner, financial and otherwise. The committee works with the members of the Advancement team of the University and with the alumni to support, enhance, and promote the visibility of the University with alumni and community members.

AD HOC COMMITTEES

Reunion Committee

The primary focus of the Reunion committee is to generate ideas for activities, meals, and other events for reunion weekend. The committee closely collaborates with the office of Alumni and Donor Engagement which support and implement the functions.

Nominating Committee

The primary focus of the Nominating committee is to solicit, invite, and nominate (1) from alumni-at-large members to the ABoD and (2) from the ABoD members to the Executive Officers (Vice-President who assumes the Presidency at the end of term and the Secretary) and to hold elections as specified in the Alumni Association constitution.

Awards Committee

The primary focus of the Awards committee is to solicit nominations for recipients of the Alumni Service Award and the Bonitas Award, to implement established criteria to be fulfilled by each award, and to coordinate with the office of Alumni and Donor Engagement to purchase the physical award (plate, vase, plaque, etc.) and ensure placement on campus.

APPENDIX 2: ABoD COMMITTEE MEMBERS 2013-2014

Alumni Board of Directors and Committee Members

Membership 2013-2014

Alumni Association President:

Mary Casey Nebus, Ph.D. '69

Vice President:

Marjorie Murphy Hale '68

Nominating- Chair

Secretary/Treasurer:

Jacqueline Cleveland Sandy, Esq. '03

Alumni Board Members: As of September

2013 meeting

Keri Tarantino Carlton '99

New Alumni- Chair

Barbara Ann Reilly '84

Stewardship

Leah S. Clarke '08

New Alum

Constance Anne Reymann '77, '00

Professional Development

Martha Collins '78

Stewardship

Alicia Warnsdorfer Somers '95

Stewardship

Alumni Engagement

Mary Bowman Halpin '66

Professional Development- Chair

Awards- Chair

Shealyn Sullivan '12

New Alumni

Nancy DeBartolis Marrow '88

Alumni Engagement

Diane Szubrowski, RSM, '68

Stewardship

Yanci Pereira Merkel '04, '06

Stewardship- Chair

Ashley Tito, Esq., '06

New Alumni- Chair

Gail Gleason Milgram, Ed.D. '63

Reunion- Chair

Elaine Warga-Murray '70

Alumni Engagement- Chair

Beverly Milyo '69, '83

Alumni Engagement

Shelley Lynch Wasilewski '73, '95

Alumni Engagement- Chair

Mary Peckiconis '83

Professional Development

Debbie Hanley Williams '68

Professional Development- Chair

Jeanne Jabush Poray '79

Professional Development

Bishop Carolyn Webb '93, '10

Stewardship- Chair

APPENDIX 3: ABoD COMMITTEE MEMBERS 2014-2015 (as of 8/7/2014)

Alumni Board of Directors and Committee Members
Membership 2014-2015

Alumni Association President:

Mary Casey Nebus, Ph.D. '69
Reunion '15

Vice President:

Marjorie Murphy Hale '68
Nominating- Chair

Secretary/Treasurer:

Jacqueline Cleveland Sandy, Esq. '03

Alumni Board Members:

Keri Tarantino Carlton '99
Stewardship- Chair
Reunion '15

Martha Collins '78
Professional Development

Colleen Diveny '11
New Alumni- Chair
Stewardship

Mary Bowman Halpin '66
Reunion '15- Chair
Awards

Joyce Heckman '83
Alumni Engagement

Marcela Knipper '06, '08
Stewardship- Chair

Jill Maloney '85
Stewardship
Reunion '15

Nancy DeBartolis Marrow '88
Alumni Engagement
Monmouth Co.- Chair

Beverly Milyo '69, '83
Alumni Engagement
Ocean- Chair

Mary Peckiconis '83
Awards- Chair
Professional Development
Reunion '15

Melissa Proseri '13
Nominating
Alumni Engagement

Constance Anne Reymann '77, '00
Professional Development
Awards

Alicia Warnsdorfer Somers '95
Stewardship
Middlesex Co.

Diane Szubrowski, RSM, '68
Stewardship

Ashley Tito, Esq. '06
New Alumni- Chair

Elaine Warga-Murray
Alumni Engagement- Chair
Business Club- Chair

Shelley Lynch Wasilewski '73, '95
Alumni Engagement- Chair
Middlesex- Chair
Stewardship

Debbie Hanley Williams '68
Professional Development- Chair
National Capital Chapter- Chair

Non-ABoD Members:

Kelly Gliatta
Professional Development

Joan Hogan
Alumni Engagement

Evelyn Solmo Marano
Alumni Engagement

Kathleen Kish Moon
Alumni Engagement

Cheryl Stoeber-Goff
Alumni Engagement
Stewardship

Alice Velez
Stewardship

JoAnn Walter
Alumni Engagement

APPENDIX 4: SWOT ANALYSIS

STRENGTHS

The Alumni Association has the support of the University and committed leadership, and a small number of regional chapters and affinity groups are receptive to organizing and executing Alumni Association events.

The Alumni Association has the full support of the University President, the Vice President of Institutional Advancement, the Alumni Engagement Officer, and small committed staff. Within the ABoD there is a core group dedicated leaders who regularly attend events, and support the goals of the Association.

New Chapters in New England and New York City have attracted small numbers of alumni to cultural events, and the National Capital chapter meets annually with increases in attendance. The Middlesex and Ocean County Chapters in New Jersey retain a small number of older alumni who are dedicated to the University and hold several fundraising and/or social events each year. The Music Club sponsors programs in the spring and fall of each year which attracts a small number of alumni interested in these.

Active Social Work and Business groups as well as groups of athletes and WILD alumni meet regularly and faculty are in contact with alumni.

WEAKNESSES

The Alumni Association successfully attracts very few alumni; alumni often do not respond to or disengage from contact by the Alumni Association.

Participation within the ABoD and in the Alumni Association events has diminished in recent years, and failure to acknowledge and use alumni's preferred means of communication may contribute to a decline in interest and participation in the Alumni Association and its programs and events.

There is a need for the Alumni Association to engage current students in order to engage future alumni.

The changing dynamic of the student population at GCU also presents a challenge to cultivating and maintaining interest as student becomes alumni. With relatively small resident population and larger numbers in commuter and nontraditional students attending GCU, cohesive bonds among members of a given class are not well formed, and students may not be able to foresee themselves as active alumni.

There is a need for the Alumni Association to become a visible, vibrant, and salient group to all populations: alumni, students, faculty and staff, and the large community.

The Alumni Association membership in early 2014 is approximately 14,000. However, the awareness of alumni that they are Alumni Association members, their opportunities to engage in activities, and/or the availability of Georgian Court- sponsored services such as career development apparently is not adequate. In fact, Georgian Court alumni who are MILL (McAuley Institute of Lifelong Learning) members have expressed surprise when informed that an Alumni Association exists and has events/ programs. If alumni as connected with Georgian Court as this population fail to recognize the existence of the Alumni Association and its activities, it seems plausible that alumni who are less connected would be even likely to be aware of the Association.

The Alumni Association needs to develop a presence as a group that represents the alumni of Georgian Court at various events, not only at the Court and in the surrounding community but also as a part of the Georgian Court community that extends beyond graduation or attendance.

The presence of alumni with a recognizable symbol, e.g. unique badge, or article of clothing will reveal to the general public that they are proud representatives of the Alumni Association. Activities can include athletic games, concerts, cultural, and community events which also enhance the visibility of Georgian Court's many alumni to its students, faculty, and staff, to the community, and to other alumni.

There is a need to determine the spiritual, cultural, and intellectual interests of alumni and the best types of programming to meet this need.

The Alumni Association needs to identify the interests of the alumni in order to develop programs that will target the various demographic and interest groups in order to attract their attention and generate continued interaction among individual alumni, Georgian Court, and the Alumni Association. The mission of the Alumni Association is to foster the spiritual, cultural, and intellectual growth of Georgian Court alumni. However, alumni in totality need to be asked about their interests, and programs/activities/events consistently have drawn only small groups of people who attend faithfully. Although various assumptions and inferences have been suggested to account for the lack of substantive interaction between alumni and the Alumni Association, currently there is no mechanism in place to determine their accuracy.

Finally, there is a need to reach alumni, in their manner and at a frequency and about events that are potentially of interest to the.

The recent update conducted by OIA and PCI reached fewer than 20% of alumni. Mailings to all alumni Fall's GCU Magazine and Spring's Reunion announcement/registration help to locate alumni. "Good" email addresses are available for approximately 50% of alumni. And the number of alumni that open and read these messages is lower. Surveys of alumni indicate that electronic messages, particularly email and social media outlets are the "preferred" modes of communication by the majority of these respondent- with the caveat that this was a survey that was done electronically and therefore subject to a selection bias.

The Alumni Association must use all methods available and the best practice to reach the appropriate alumni demographic with its message. Information about preferred modalities may be garnered at meetings of alumni and through other means (perhaps, for example, during Phone-a-thon and/ or Thank-a-thon).

OPPORTUNITIES

A number of student organizations and University departments provide opportunities for the Alumni Association to form partnership to promote a spirit of philanthropy and continued engagement.

Partnering with student government, leadership development, athletic, and affinity groups on campus provides an opportunity to develop Alumni Association programs that will cultivate relationships between ABoD and not only current students but also younger alumni who had participated in those student activities. Leaders in specific educational departments, such as Business, Social Work, Nursing, and the Graduate School, are other individuals who form a close relationship with students and tend to retain those relationships after graduation. Alumni Association programs and events tailored to meet the interests and needs of those individuals, both as student and alumni, can foster involvement with Alumni Association, the University, and the community-at-large. Partnership with other University departments, such as Career Services and Student Service, are another potential source of opportunities to introduce students to the mission and goals of the Alumni Association.

THREATS

Engaging and maintaining participation of younger and older alumni alike are serious concerns.

There are many competing demands for the time and energy of the alumni. The ABoD must evaluate honestly and critically where we have failed to engage successfully the majority of alumni and prepare to take the actions necessary to change direction.

In addition, our highly mobile society sees many alumni in locations where Alumni Association chapters may not exist and where events may not take place. The ABoD needs to pursue actively the relevant media that will engage alumni living in these locations. At the same time, there is a highly significant proportion of alumni who live within 50- to 75- miles radius of the Lakewood campus.

APPENDIX 5: PEER COMPARISON

Peer institutions provides benchmark comparisons that are essential to the university’s assessment strategies and are used as one component in determining the relative health, growth, and trajectory of the university. Identified below are a set of institutions comparable to Georgian Court in a number of dimensions, including being private master’s universities and having similar missions, student population size, and endowments.

1. Alvernia University (Reading, PA)
2. Cabrini College (Radnor, PA)
3. Caldwell College (Caldwell, NJ)
4. Carlow University (Pittsburgh, PA)
5. Chestnut Hill College (Philadelphia, PA)
6. DeSales University (Center Valley, PA)
7. Holy Family University (Philadelphia, PA)
8. Le Moyne College (Syracuse, NY)
9. Manhattan College (Riverdale, NY)
10. Marywood University (Scranton, PA)
11. Misericordia University (Dallas, PA)
12. Mount Saint Mary College (Newburgh, NY)
13. Mount St Mary’s University (Emmitsburg, MD)
14. Neumann University (Aston, PA)
15. Rosemont College (Rosemont, PA)
16. Saint Francis University (Loretto, PA)
17. Saint Peter’s University (Jersey City, NJ)
18. St. Bonaventure University (Saint Bonaventure, NY)

Finally, third party data including various media, such as U.S. News & World Report, measure and rank universities. The rankings serve as an important part of the decision-making process for many prospective students and their families. At the writing of the plan, Georgian Court University ranked 108 out of 113 ranked colleges and universities on the Regional Universities (North) list. Maintaining the third party evaluators in mind along with the Peers and Aspirants reveals a level of context for the Alumni Association. This is critical for the Alumni Association because when the students are well prepared during their academic tenure, then they are better positioned to genuinely support the work of the Alumni Association and the University.

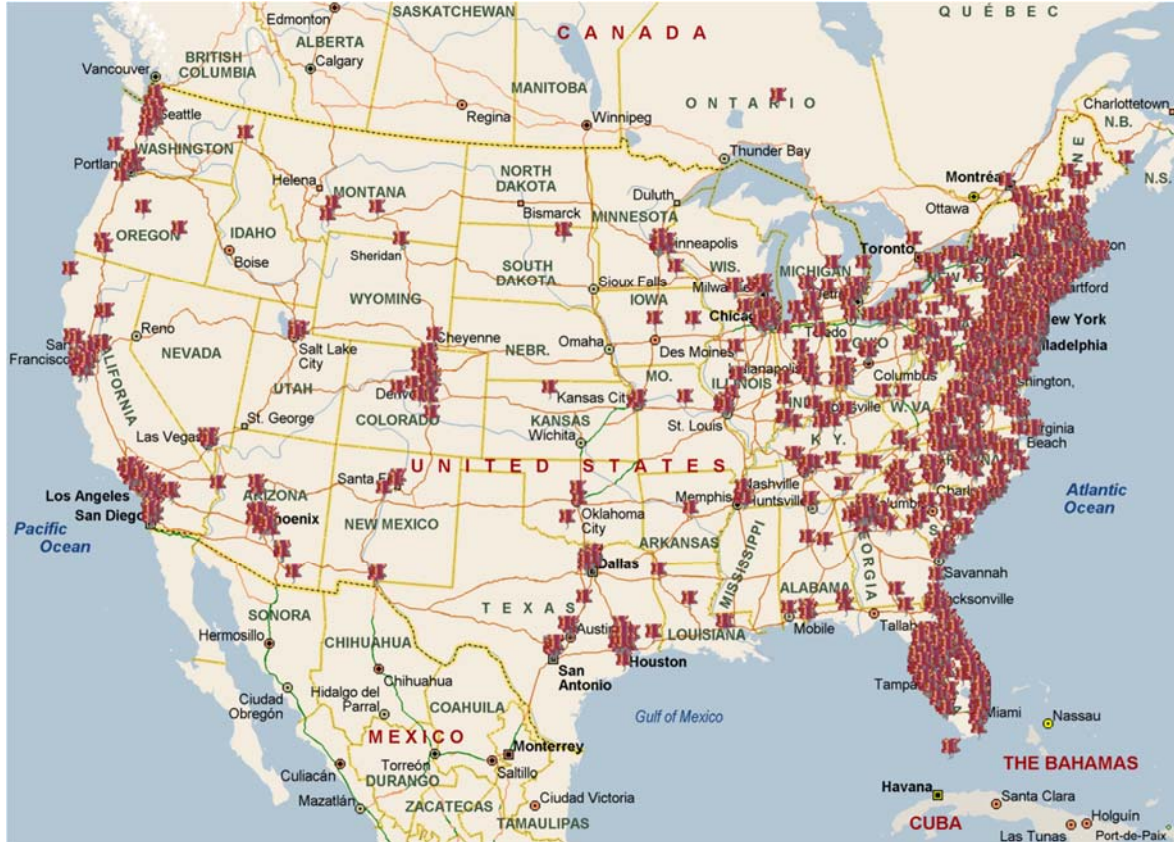
APPENDIX 6: ALUMNI, FACULTY/STAFF/ADMINISTRATORS, AND STUDENT GIVING PARTICIPATION PERCENTAGE RATES

	FY 11-12 Audited	FY 12-13 Audited	FY 13-14 Projected	FY 14-15 Budget Projection	FY 15-16 Budget Projection	FY 16-17 Budget Projection
Alumni All	9.30%	9.76%	12.02%	10%	12%	14%
*Undergraduate	10.27%	11.28%	13.55%	12%	14%	16%
Graduate	5.38%	4.64%	6.74%	3%	5%	7%
Non-Degree	10.71%	11.67%	21.28%	17%	19%	21%

Notes:

1. Projected Budget Goal: Increase each group percentage rate by 2% each year
2. *The number used for US News & World Report and Similar Reports

APPENDIX 7: UNDERGRADUATE AND GRADUATE ALUMNI GRAPHICAL REPRESENTATION IN UNITED STATES



APPENDIX 8: GLOSSARY OF TERMS

Aspirant institutions:	The group of universities or higher educational units that Georgian Court aspires to become by comparing these institutions' characteristics which may be desirable for the university and might be attained over time.
Chapters:	Formalized groups of alumni established based on geographic boundaries. Alumni may choose to become a member of a local chapter representing their area of residence, choose to become a member of a chapter located in an area that is more convenient, or choose to become a member of a chapter in keeping with their interests. Any Alumni Association member may join a chapter and/or participate in any chapter's activities.
Clubs:	Formalized groups of alumni established based on special interests, such as Social Work, Information Technology, Young Alumni, Athletics, Nursing, Music, etc. Members of these clubs are encouraged to participate actively in a local chapter as well.
Core values:	Enduring beliefs or principles that guide an institution's operations. They are expected to be common among the individuals within the institution.
Donor:	An individual, corporation, foundation or organization that has made a gift in support of the University.
Gift:	A voluntary transfer of things of value from individuals, businesses, foundations and other sources for either unrestricted or restricted usage in the operation of the University, for which the University has made no commitment of resources or services, other than the possible agreement to the designation of the use of the gift by the donor.
Gift in kind:	A gift of goods and/or services which may be used in the operation of the organization or may be converted to cash assets with the authorization of the donor, at the discretion of the receiving organization.
Goals:	Broad statements directly related to the mission that provides direction for the long term. May be accomplished but never completed.
Indicators:	Specific, observable and measurable data that quantify progress made toward a specific output or outcome.
Institutional Advancement:	Term used to define the overall operations of university fundraising, alumni relations, development and external community relations.
Measures/Metrics:	The methodology and timeframes for data collection. Should also identify the population being surveyed, tested or assessed.
Mission:	Declaration of the fundamental purpose of the organization's existence; reminds everyone of the unique purposes promoted and served by the

organization and succinctly identifies what the organization does (or should do) and why and for whom it does it.

- Objectives:** A focused statement concerning an action that contributes to the overall accomplishment of a goal. Multiple objectives may be written for a goal; they are measurable and quantifiable. Focus efforts on demonstrable results at the end of a specified time.
- Peer institution:** An institution with similar characteristics whose comparative quantitative data is used to establish goals, set priorities and influence organizational improvement.
- Philanthropy:** The spirit of active goodwill toward one's fellow human, especially as shown in efforts to promote their welfare. Generally, philanthropy is the philosophy and practice of supporting, through financial and other contributions, programs and campaigns conducted by a charitable organization.
- Planned gift:** The creation of a vested future interest in property or funds to be used for the benefit of the university. Current value is calculated using actuarial tables.
- Restricted gifts:** Gifts, grants, or contracts given or paid wherein the donor or granting and contracting organization has specified that the funds are to be used in support of specific programs or projects.
- Stewardship:** Careful accounting for the raising and spending of funds in accordance with the objectives of the University and the wishes of the donor, and continuing work to ensure donors have all the necessary and expected communication.
- Strategic issues:** Concerns of vital importance to the organization. Often, they have an impact on several or all of the programs of the organization. Identifying these few critical concerns may help the organization focus on high priority goals for the organization as a whole.
- Strategic plan:** The organization's broad, general "road map" for achieving the organization's desired future. It takes a long-term view and defines how the organization intends to get from its present state to a projected future. It is a practical, action-oriented guide and directs goal-setting and resource allocation to achieve meaningful results over a specified time period.
- Strategic planning:** The process of assessment, goal setting and strategy building that maps an explicit path between the present and the vision of the projected future. A team effort that results in consensus among the participants. A Strategic Plan is one outcome of strategic planning.
- Strategies/Strategic initiatives:** Action plans designed to accomplish the stated goals and objectives. Generally short-term and subject to modification and change.

Unrestricted/Where most needed:

Donated gifts that can be used where they are most needed by the charitable organization as determined by the leadership.

Vision:

Defines and describes a compelling, conceptual and vivid image of the desired future of the organization. The vision is a response to the question: What do we want our organization to be? It crystallizes what leadership wants the organization to be in the future and serves as a foundation for a system of strategic planning.



GEORGIAN COURT UNIVERSITY
ALUMNI ASSOCIATION

ALUMNI ASSOCIATION TEAM

Mary Casey Nebus, PhD., Alumni Association President

Marjorie Hale, Alumni Association Vice President

And Members of the Executive Committee for the Alumni Association

UNIVERSITY LEADERSHIP TEAM

Sr. Rosemary Jeffries, PhD, University President

Mellissia Zanjani, PhD, CFRE, Vice President for Institutional Advancement