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Unit Name: Alumni

1.

What improvements have been planned/implemented:

The ACC Alumni Association has implemented the iModules Encompass Alumni Solutions, which includes a significant range of new services that offers increased capabilities for expanded program operations and internalize our data base guidelines with key offices (faculty and staff) within the college to protect ID security and privacy information; something we had not been able to secure before.

Additionally, a strong relationship has been developed with IT, so that all of the database guidelines used for Alumni comply with ACC's policies, and also that the process of interacting with members within the database, providing information, sharing information, etc. are all in compliance and the process works smoothly.

Efforts have begun and will continue to institutionalize the Alumni program by sessions with Deans and Department chairs throughout the college to describe the new capability of the iModules system and the expanded services and component of the Alumni office, with specific services added as a result of Deans or Department Chairs' comments and requests.

2.

How did you decide that these improvements would benefit your unit or what weakness is the unit trying to improve:

Establishing a secure database of former students and graduates had been almost impossible before iModules due to internal guidelines for security, privacy of information, etc., so a system was required that would allow interacting with IT and other internal processes.

What measures are going to be used to determine if the improvements were successful?

By the increasing the numbers of former students meeting the Criteria for alumni membership and participating in alumni activities, we expect to contribute successfully to the on going activities of multiple communities within the college who hold events and activities that highlight ACC's contributions to the community.

Adding new services are now possible because of the established system and procedures, so that the membership and participation will continue to grow.

3.

Measures: what measures are going to be used to determine if the improvements were successful.

3a. Baseline data: the data used to determine improvements were needed

The data base of former students meeting alumni criteria had been created, but there was little or no interaction with IT or other College departments. While a very limited use of social media tools (social networking, Email marketing, Event Planning, Chapter Establishments, Blogs, Forms Management-surveys, applications, newsletters, etc) had been attempted before, the new staff for Alumni developed strong paths and set up an ongoing program plan by calendar year. The new data management system has successfully transferred our initial alumni

information to meet IT guidelines, and with better and more complete information on those former students/Alumni, we are getting responses both from Alumni and from businesses in the community who have our Alumni in their workforce.

3b. Target goals: the data that shows your improvements have achieved your goals

Our data base of former students eligible for Alumni membership has exceeded 150,000 noting a 50% increase in goals for the first year of operation under our new system.

3c. Current data: where you are currently in reaching your target

We have successfully implement a social networking site, Email marketing program, a calendar of scheduled events, Career center job networking site, Blogs and planned surveys, and establishing local alumni chapters in regional areas, which enhance our visibility, as well as increasing institutional participation by creating links to departments that have established their own department Alumni efforts.

Narrative:

With our new iModules program implementation system, we have planned and will soon advertise the following events:

A mass campaign informing students of the ACC alumni website
Campus site visits to raise Alumni membership awareness and membership applications.

Using graduation exercises to pass out alumni membership cards
Initiated a campaign to the top 500 area companies to outreach their employees from ACC.