

University Advancement Division Assessment Outcomes Report
January, 2006

I. Outcomes Assessed

- A. Enhance internal & external communication of academic and other campus related programs/initiatives
1. KMSU Programming and Listenership
 - a. We determined that we can now use Arbitron rankings which will now include KMSU. We have budgeted for this in 05-06.
 - b. Corporate and Business Sponsorships were up 60%, from \$18,681 in FY04 to \$29, 979 in FY05.
 - c. Listener support contributions for our pledge drive were up from \$33,044 in FY04 to \$37,260 in FY 05, a 13% increase.
 2. Printing Services total projects/impressions
 - a. Total impressions were 12% down in FY05 compared to FY04 (23,243,332 in FY05, vs. 27,450,547 in FY04)
Total Copy Shoppe impressions were down 12 % in FY05 compared to FY04 (15,442,757 in FY04 vs. 13,525,389 in FY05).
 - b. Total revenue dropped slightly from \$1,796,109 in FY04 to \$1,741,993 in FY05 (Admissions publications, normally printed in June, were deferred until the fall in FY05, thus missing the fiscal year)
 3. Marketing surveys of random consumers in target market area
 - a. Marketing surveys conducted for alumni, donors, students, prospective students in Minneapolis/St. Paul and Mankato area.
 - i. Results show name recognition weak
 - ii. Many still refer to us as Mankato State University
 - iii. Mankato viewed slightly above St. Cloud, Winona, but not as good as Duluth and U of M.
 - iv. Strengths and weaknesses compared to other competitors identified, allowing marketing focus to build on strengths and address weaknesses.
 - b. Marketing surveys conducted by phone of prospective athletic event attendees in Mankato and southern and western Metro suburbs.
 - i. Identified reasons attendees don't drive to Mankato from Metro for athletic events

- ii. Identified need for family-oriented focus to events around games.
 - iii. Identified ways to work with Chamber businesses to establish a brand and consistent marketing.
 - c. Focus groups held on campus and in southwestern Metro area with groups of alumni, donors, students and prospective students.
 - i. Provided similar results to 3 a. above.
- B. Enhance academic and related campus services through fundraising and giving initiatives
1. Assess fundraising success through MnSCU reports, Council for Aid to Education, and internal monthly and annual gift reports.
 - a. Total fundraising as assessed internally rose from \$2.7 million in FY04 to \$3.7 million in FY05.
 - b. Number of Alumni donors rose from 7,291 in FY04 to 8,679 in FY05.
 - c. Positioned as #2 among MnSCU institutions in total fundraising for second year in a row.
 2. Assess Foundation endowment growth and total value annually
 - a. Foundation endowment value rose from \$15,268,462 in FY04 to \$17,523,465 in FY 05.
 - b. Foundation investment rate of return was 7.1% in FY05, compared to 16.1% in FY04.
 3. Assess development staff activity levels on monthly basis
 - a. Monthly review of individual development officer's contacts with donors and prospected reported and monitored. Currently setting benchmark goals (target is 18 personal calls per month) and assessing monthly how well each gift officer does in reaching that. Contacts are increasing, but not yet at goal.
 - b. Development officers proposal delivery total tracked and counted for first time—will be able to compare in future years. Results will be examined in July 2006 at end of fiscal year.
 4. Total scholarship report rose from \$729,833 in FY04 to \$867,819 in FY05.
 5. Total direct Foundation support to University rose from \$1,332,348 in FY04 to \$1,717,106 in FY05.
- C. Expand alumni and public's knowledge and support of the university through various media and public information services (media relations and marketing).

1. Alumni e-newsletter mailed to 34,000 alumni on a monthly basis in January of 2006. Number of email addresses is up 10,000+ in FY05 (due to merge with another university database.)
2. Ability to track number of alumni who open the newsletter, which articles they actually read enables measurement of interest areas, tracking of actions (purchases) or links to other areas of MSU website.
 - a. Ability to tailor content to interest areas of alumni. In September of 2005, for example, 1382 alumni opened the newsletter: 193 read piece about Alumni Association; 163 read Career Services article; 286 read Calendar; 93 read article about Distinguished Alumni Awards; 150 read section about sending an update on themselves; 223 read the Services and Merchandise section; 214 read the Student/Alumni Programs section; 185 read the Alumni Travel section; 330 read about Volunteer Opportunities; 171 clicked on Contact Us. These results are monitored for each issue.
 - b. Interactive capability being explored with early quizzes and response items.
3. Readership of various publications being assessed
 - a. E-newsletter count of readership taken with each issue. 15,000 e-newsletters sent in September 05, 1,382 opened; 15,000 sent in October, 1,111 opened; 15,500 sent in November, 1,115 opened.
 - b. Exploring reader survey for TODAY magazine
4. Seek to improve US News annual ranking from Tier 3 to Tier 2
 - a. US News ranking process reviewed and broken down into 15 separate target areas where we might make improvement (alumni participation rate is one example)
 - b. Ranking remained at Tier 3 for fall 2005.
 - c. Exploring ways to market to Public Masters degree university presidents, chief academic officers and admissions officers to affect their ranking of Minnesota State Mankato
 - d. Completely revamped suite of Admission publications to follow marketing plans and brand. Copies available for use in January 2006.
 - e. We now have a better means of counting Legacy students (parents or grandparents attended University) and mailing to them. Held second Legacy breakfast during Family Weekend with

somewhat better attendance (went from 25 to 40 in FY05).

5. Seek to involve more Alumni lobbying the legislature
 - a. Identified and track alumni in the Minnesota House and Senate.
 - b. Working to identify alumni other than Alumni Association Board members willing to contact legislators.
- D. Provide students and alumni personal, educational, and professional growth/development opportunities
1. Continue student business etiquette dinners and training sessions. Three hundred students participated in FY05 compared to 275 students in FY04.
 2. Continue to support alumni e-mentoring recently established through Career Development Center.
 - b. Promote awareness of volunteer opportunity to mentor current students to alumni (65 established in first year of program.)
 3. Alumni giving participation percentage increased in FY05 to 9.0 % from a rate of 7.6 % in FY04.
 4. Continue to evaluate and work with vendor on online registration process for Commencement. Online registration accounts for 99% of all processed applications.
 - b. Assessed graduation site with stakeholders and partners. Following numbers are monthly student access counts of Graduation Services website: September, 1,385; October, 2,472; November, 2,623
 - c. Reduced number of phone/email contacts with coordinator
 - d. Assess marketing opportunities—sold 30 DVD in spring and nearly 65 in Fall 05 Commencement. In September 05, 308 students accessed site for Graduation supplies and gifts; 591 accessed site in October, 701 accessed in November.
- E. Enhance university partnerships and presence in community.
1. Seek to assure university membership on key community groups such as Chamber of Commerce, Kiwanis Club, Rotary Club, City of Mankato committees.
 - b. University currently has representatives on all these key groups
 - c. University also has representatives on the Southern Minnesota Advocates, Southern Minnesota Initiative Foundation, Center for Rural Policy and Development, GMED.

II. Use of Assessment Information

Information in the communication area will allow us to tailor messages to the medium best expected to reach the correct audience. At KMSU, ranking information will allow targeted programming, and targeted pledge period focus during our fundraising cycle.

Marketing survey information allows us to target marketing funds in excess of \$150,000 in areas of greatest impact (Mankato and Twin Cities). We are focusing a new suite of publications on our admission prospects. Knowing weaknesses we're perceived to have in comparison to competitors allows us to work to strengthen those internally, and carefully address them in external marketing. We are emphasizing research conducted by both students and faculty to a much greater extent. We are now using the name Minnesota State Mankato in all second references and where space is an issue, to change statewide perception of our University name (fully one-third of market research respondents still refer to us as Mankato State University.) We have redesigned the website template and are working during the coming year to convert all university sites to the new template, to make color scheme, maneuverability and name recognition standard throughout the university.

Printing services, a wholly self-sufficient financial arm of the University, uses its data annually to project labor needs, and reinforces the importance of timing in large contracts (the Admission decision to defer reprinting all their print materials pending development of our new marketing focus, meant a substantial loss of impressions and revenue)

Fundraising measures allow us to market the Foundation's success in better serving the University as a means of stewardship with donors. We can also identify ways investments are underperforming, identify if a development officer is underperforming, and know when new techniques are working to reach alumni during the phonathon. Those new phonathon techniques include complete rewrite of the script to move the ask up higher in script timing. Student callers have been retrained to make ask earlier and more forcefully. Unrestricted giving is getting new emphasis. New donors are being asked to repeat a first gift for a two year period, before increases are sought. New donors are being specially recognized for their first gift. Thank you calls are being broadened.

Alumni Affairs knows it is reaching more alumni electronically because of our ability to count what alumni open and read, which also allows us to target stories or information. We know we are reaching more students in ementoring and with the etiquette dinner effort.

In Graduation Services, we can identify the problem areas in our online registration process and change or fix those. We have been able to increase faculty participation through purchase of robes for faculty, and through encouragement from deans. Faculty counts at the May 2005 Commencement and the December 2005

Commencement were counted and recorded, and will be compared with those in May 2006 and December 2006.

We know better what aspects of the University need what level of improvement for us to improve our ranking on scales such as US News and World Report.