
UND SMHS Strategic Plan Individual Unit Report for 2022

GOAL 7 for **Medical Lab Science**

LEARNING

One UND Strategic Plan Goal 7: Attract support for the University by actively engaging alumni and donors. Goal by 2022, increase alumni contribution participation to 10% and achieve targeted fund raising goals set for each Dean, Vice President, and President.

UND SMHS Strategic Plan Goal 7: The SMHS will achieve the targeted fund raising goals set for the SMHS Dean and Vice President for Health Affairs.

1. Describe if/how your unit has addressed this goal.

The Department of MLS has been working to address this goal by implementing initiatives aimed at maintaining communication(s) and increasing visibility with alumni. Specific efforts include maintenance of social media accounts and campaigns, distribution of program update letters, thank-you letters for donors, and formal sharing of scholarship recipient and donor information.

2. Describe how your efforts are being assessed.

Social media efforts are assessed for activity, while other efforts are more informally assessed based on verbal feedback, personal responses, etc. The number of current program scholarships and the addition of new scholarships/donors is considered. We also recently added a question on our post-graduation survey about what UND MLS could do to better serve our program alumni.

3. Describe how your unit analyzed these data and what assessments were determined.

Social media efforts (particularly those involving student activities) and personal communications have continued to show positive alumni engagement and response. Support for departmental scholarships is strong and has grown significantly in the past few years, along with expansion to non-traditional program routes that had not been served before. There was an error in implementing the post-graduation survey question related to alumni engagement this year, so we unfortunately will not have data to assess for that item until next spring.

4. Describe how your unit will implement any further changes and what barriers may exist.

We are excited to explore additional engagement opportunities suggested by data collected on our post-graduation surveys next spring. We also plan to increase focus on alumni engagement as part of a revision to the departmental assessment plan.

PROVIDE A RATING OF YOUR PROGRESS ON THIS GOAL:  On Track;  Delayed;  Behind

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