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# UND SMHS Strategic Plan Individual Unit Report for 2021

## GOAL 7 for Geriatrics

### 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.

To enhance donor identification and engagement, Geriatrics is working on:

Grateful Patient Donors program

Website development for guiding potential donors

Community engagement with talks on aging

Newspaper column on Successful Aging

#### 2. Describe how your efforts are being assessed.

Number of donors and total amount of funds raised

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

Nothing to assess at this time

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

Barriers:

Lack of follow up from the Development Office after Successful Aging presentation to Alumni Board

Lack of alumni mailing list for our Geriatric Newsletter

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

*(additional space for text is provided on page 3 if needed)*

**Additional Information on Goal 7 (optional):**

Insert any additional information here.