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# UND SMHS Strategic Plan Individual Unit Report for 2021

## 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 update letters, and formal sharing of scholarship recipient and donor information. We also work to ensure that donors receive personal thank-you messages from students and/or program personnel.

#### 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 have recently added a question on our post-graduation survey (sent to program alumni six months to two years after graduation) 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. Current program scholarships have continued and been expanded upon, with the addition of six more program scholarships for the most recent cycle. With these additional scholarships we have been able to recognize more students in non-traditional program routes than in the past, which we believe will help better connect and engage students in these routes when they become alumni. We do not yet have data to analyze from our recently implemented post-graduation survey question.

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

We will continue with current efforts and explore options for additional engagement opportunities, particularly in light of the alumni feedback we will receive as part of our post-graduation surveys. We also plan to expand our alumni communication efforts in the next 1-2 years, once recent curriculum changes have been fully implemented.

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

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