
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. Additional efforts are being explored to create a newsletter for alumni and create opportunities for alumni engagement.

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 ask a question on our post-graduation survey about what UND MLS could do to better serve/engage our program alumni; and plan to include some kind of feedback collection tool in the new alumni newsletter.

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

Social media efforts directly involving students or departmental personnel and personal communications have continued to show positive alumni engagement and response. Support for departmental scholarships is strong and has expanded in the past few years. Our post-graduation survey will be sent later this spring, and questions related to alumni will be assessed during the summer 2023 assessment retreat.

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

We are hopeful about creating a newsletter to better share departmental activities and alumni opportunities. One barrier with alumni efforts is some of our program graduates (ex. WCAMLS students, certificate students) and may not be included in alumni databases, so we need to find other ways to disseminate our alumni communications to them.

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.