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# UND SMHS Strategic Plan Individual Unit Report for 2023

## GOAL 7 for **Physical Therapy**

### 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 Physical Therapy's Priority #7 addresses this goal (Enhance the University's revenue stream through vigorous private fund-raising and marketing including Deans and other University personnel working in concert with UND Foundation staff). Goal #1 Fund-raising – enhance present fund-raising efforts. We communicate with alumni via birthday greetings. We were able to host an alumni event/gathering at our national combined sections meeting in February 2023 and had 40 attendees. Our student worker continues to publish content to our department's social media presence to increase awareness of our alumni. We plan to highlight our student scholarship winners on social media, which also can raise awareness of the types of scholarships we have available that people can consider donating to. We have also joined the other Health Science programs in the 'adopt a student' efforts. For our students we are seeking alumni to purchase the bags their equipment goes into for lab classes.

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

The Department of Physical Therapy has 15 current scholarship funds; 13 of which are available for students to apply for through Scholarship Central. Eight of fifteen are endowed scholarships. The status of these funds is monitored by the UND Foundation and reports are provided to the program for review (Fund Activity Details report). Stewardship Thank You Reports are also received and reviewed upon donation receipt to the Foundation. The PT alumni donor rate for FY23 through 4-30-2023 (campus wide) is 1.9 %; this data was provided by the UND Alumni Foundation.

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

The data is reviewed when each report is received.

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

We will seek to utilize social media to encourage alumni and friends to donate to the available PT scholarships and to increase our progress on 10% participation of alumni. We have been in discussion with the SMHS Alumni & Relations and plan to put out an active effort to seek donations for our scholarships this fall.

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

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

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

Insert any additional information here.