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# UND SMHS Strategic Plan Individual Unit Report for 2021

## 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 and alumni gatherings at national combined sections meeting (wasn't done in 2021 due to COVID-19 pandemic).

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

The Department of Physical Therapy has 14 current scholarship funds that are available for students to apply for through Scholarship Central. Eight of fourteen 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.

#### 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.

The Department of Physical Therapy will work with the Alumni Foundation to develop a strategy to track the percentage of alumni that are donating to the University as we do not currently have information to be able to state our progress on 10% participation of alumni.

We are in process of hiring an administrative secretary to initiate a social media presence for our department which will allow us to communicate with alumni.

**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.