

# UND SMHS Strategic Plan Individual Unit Report for 2021

## GOAL 7 for **Sports Medicine**

### 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.

An Alumni Committee has been constructed within the Department of Sports Medicine. The mission of this Committee is to:

1. Gain feedback for accreditation purposes.
2. Engage alumni through communication including social media, birthday cards and social events.
3. Possible participation of alumni on an Advisory Committee for education program.
4. Raise money for scholarships.

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

1. Accreditation feedback submitted and accepted by accreditation body.
2. Gaining feedback from alumni on communication and events.
3. Creation and implementation of advisory committee for education program.
4. Increase in donations for student scholarships.

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

1. Accreditation feedback was accepted by accreditation body. We may modify survey instrument as needed.
2. Alumni like the communication and events (pre-covid). They look forward to getting back to face to face events as pandemic recedes. They appreciate the information on social media and in newsletters
3. Implementation of advisory committee has not been completed at this time.
4. Amount of scholarship funds have roughly tripled in FY 22.

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

1. Continue accreditation survey
2. Continue to communicate and plan events engaging alumni including national conventions and Twins Day.
3. Continue to pursue advisory committee through formation of structure and need. Appoint proper alumni to direct education program.
4. Continue to work with Jeff Dodson on opportunities for scholarship funds.

Goal is on Track

**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.