
UND SMHS Strategic Plan Individual Unit Report for 2020

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 implementing initiatives aimed at increasing communication and visibility with alumni (social media, update letters, etc.), as well as enhancing means of bringing thanks and recognition to current donors (publication of scholarship recipients and donors, personal messages of thanks from faculty and students, etc.).

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 addition of new scholarship donors is also considered.

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

Social media efforts are assessed for trends in alumni engagement, and campaigns involving student lab images or stories of student/alumni success have shown positive engagement. Responses from personal communications with current alumni and donors have been overwhelmingly positive, and scholarship donations have increased significantly in the last year.

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

We will continue to look for opportunities to engage alumni through various mechanisms. We will continue to explore opportunities related to an endowed chair position.

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.