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# UND SMHS Strategic Plan Individual Unit Report for 2020

## GOAL 7 for **Physician Assistant Studies**

### 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 DPAS has worked with the Office of Alumni and Community Relations to support the “Adopt a PA Student” fundraiser where donors submit funds to provide professional white coats for PA students who are about to begin their clinical experiences. Donors are encouraged to write letters to the students with the goal to provide a lasting supportive connection between alum and student/new graduate clinician.

The DPAS celebrated a 50-year anniversary this past fall including hosting the CME Symposium and featured at the Homecoming Banquet. Unfortunately, due to COVID, the events were held virtually and attendance was lower than usual not allowing for the involvement and engaged conversation as what might be typical for an in-person event.

Additional donations to the DPAS are typically specified for one of the two student scholarship funds offered annually to PA students who meet the mission criteria.

Further efforts to connect with alums have included local alumni reunions, distribution of DPAS newsletters, birthday cards, and personal thank you notes and/or phone calls for donors. The DPAS is too small to support an endowed chair or professorship currently.

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

Informal assessment of continued conversations with the Office of Alumni and Community Relations to share resources, ideas and feedback occurs on a regular basis. No formal assessment efforts have been implemented.

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

No formal data has been collected to date. The DPAS Marketing, Alumni, Scholarships and Ceremonies (MASC) Committee continues to explore opportunities to actively engage alumni in PA program functions.

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

As stated previously, the DPAS MASC Committee will continue working with the SMHS Office of Alumni and Community Relations to share ideas moving forward related to engaging alumni and donors in PA program functions. Ideas and suggestions are always welcomed!

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

