
UND SMHS Strategic Plan Individual Unit Report for 2020

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 has connected with our alumni using a departmental newsletter, annual birthday cards, and an alumni reception at the annual American Physical Therapy Association Combined Sections Meeting. We are developing a digital media strategy for 2021 to increase our social media presence for both admissions and alumni donations. Donations are solicited through the departmental newsletter, alumni reception, and by working with the SMHS Director of Alumni and Community Relations and the UND Foundation. This past year we received a donation by an alumnus, Mr. Larry Mullins. Mr. Mullins initiated a gift of \$60,000 to fund three scholarships in the department of physical therapy. The department distributed the inaugural Larry Mullins Scholarships during the 2020/2021 academic year.

2. Describe how your efforts are being assessed.

Assessment includes funding amounts received by the department. This year the department received approximately \$63,000 in funding for student scholarships and the salute to excellence fund.

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

Data was collected from Alumni Fund Reports received on a monthly basis. The department is in the planning stages of identifying additional methods to connect with alumni, solicit donations, and identify potential major contributors for endowments.

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

The department completed a survey of alumni from the previous 5 years to determine interest in developing an initiative similar to the SMHS "Adopt a Doc" program. There were 74 respondents to the survey. Approximately 70% of respondents "definitely" or were "somewhat interested" in participating in the program with a donation of \$100 or less (57% of respondents).

The department will focus time on our social media presence to enhance visibility and develop a plan for the adopt a PT program.

PROVIDE A RATING OF YOUR PROGRESS ON THIS GOAL



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Additional Information on Goal 7 (optional):

Insert any additional information here.