

Link to Strategic Plan	Outcome	Assessment/ Measures and Target Performance Levels	Strategies to Achieve Target Performance Level	Result: Data results	Analysis	Action Plan
3	Increase alumni giving rate	Percentage of alumni giving, increase from 2015-2016, 1.7%. Target is 2.4%	<ul style="list-style-type: none"> Tracking response rates to various solicitations with appeal codes. Increase number of touches Increase data segmentation to focus on affinity groups such as STEM and athletes 	Rate 2.35%	Segmentation based on college affinity resulted in an increase in alumni giving participation – increasing the number of both new and renewed donors.	<p>Increase number of vehicles for giving, including a re-invigoration of leadership giving circles and starting a commemorative brick program. Also increase number of emails solicitations from once a month to twice a month.</p> <p>Plan for bringing phonathon in-house for FY19 or late FY18. TBD based on hiring of new VP for University Advancement.</p>
3,4	Increase giving from corporations	Increase percentage from 2015-2016; 2015-2016 giving was \$605,130	<ul style="list-style-type: none"> Events such as golf outing and galas Increase grant applications 	2016-2017 giving was \$878,382 with a 45% growth in gifts from corporations, foundations and other grantmakers	The galas and golf outings have shown to increase engagement and have given NJCU the opportunities to engage with new prospects; additional stewardship events provide a way for donors to emotionally connect with the university, which increases interest.	Action plan TBD after completion of search for Vice President of University Advancement.
3,4	Increase interaction with alumni	Alumni attendance at events from the 1520 in 2015-2016 Increase in number of events from the 30 in 2015-2016	<ul style="list-style-type: none"> Enhance robustness of events calendar by diversifying types of events and increasing frequency Initiate NJCU Day, an all-alumni and community event on campus in September 	Number of alumni attendees at events: 730 Number of events: 20	Alumni respond to events when they perceive a benefit from attending and it involves an area or discipline they are involved with.	Develop programming that focuses on affinity groups ; maintain meaningful presence with students; enhance content on alumni website;
3	Increase private donations to the NJCU Foundation	Amount of gifts collected (cash only) in FY16 \$3,528,71; target for FY17 was \$1,708,442	Focus on relationships with corporate prospects by engaging current donors with connections to corporations or	In FY17, a total of \$1,414,506 was collected in cash coming in	Halfway through FY17, two major gifts fundraisers, the director of the annual fund, and the VP of University	TBD

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			<p>other people in their network to assist with introductions, cultivate and solicitations with a special focus on local real estate developers</p> <p>Emphasize the need for philanthropy and participation from board members by consistently asking board members to make a contribution, both privately and at board meetings</p>	slightly under the goal of \$1.7mm.	Advancement left NJCU; these departures dampened momentum, but with the remaining staff and an enormous amount of teamwork and determination, came very close to meeting goal for private cash donations. This was due, in part, to the confirmation of a new Dean of the School of Business, as well as a strong push for corporate gifts.	
3,4	Increase efficiency and effectiveness of alumni mailing tools	<p>Number of email addresses validated</p> <p>Number of mailing addresses validated</p>	<p>Employ outside vendor to clean addresses</p> <p>Track bouncebacks, deceased, etc.</p>	<p>Verified over 23,000 email addresses</p> <p>Updated over 4,000 mailing addresses</p>	Verification has now allowed for en masse emailing	<p>Continue to use vendors to maintain accuracy of records</p> <p>Continue to collect updated addresses at all alumni events</p>
4	Creation of a new website (NJCU.edu) designed to offer a robust, dynamic new image of the University and to appeal to a range of targeted audiences.	Increase in traffic to the site and time spent on site, tracking of click-throughs from digital marketing campaigns.	Continue to drive content strategy to ensure ongoing content as engagement tactic for drawing audiences to the site.	Average time on site since launch of the new website is 3:04. The site averages 29.6 new visitors per month. Visitors to the site view an average of 2.4 pages per session.	This new site presents a dynamic image of NJCU with an ongoing stream of content updates on topics positioned to help drive enrollment and engagement.	Following this first phase of web development, the website will be further refined to target specific audiences more strategically including prospective and current students, faculty, staff, and alumni populations.
4	Creation of social media plan designed to create consistent engagement strategy to promote a range of internal and external messages for specific populations.	Social media engagement by a range of constituents through channels such as Instagram	Additional integration of messaging in digital and print platforms as well as through environmental signage via paid marketing (e.g., Bus wrap, PATH station), and campus placements.	<p>13.6% overall year-over-year growth of social media engagement.</p> <p>Most notably, Instagram followers were up to 27,458 in FY17 from only 925 in FY16.</p>	This increased engagement is the result of a concentrated effort to provide robust opportunities for prospective and current student engagement.	Building on this baseline of brand recognition, the University will continue to promote in these ways, adding core elements to its social media strategy, and securing prime locations in strategic locations within Hudson county for billboards, bus wraps, PATH and light post signage. In

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						addition, the University will launch Street Teams around the NJCU School of Business to drive brand recognition.