The Higher Learning Commission Action Project Directory

Kaskaskia College

Project Details

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<th>Improving the Efficiency of Kaskaskia College Alumni &amp; Friends Association</th>
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<td>Timeline</td>
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1: PROJECT SUMMARY

A: Specific project goals will be to improve the process of tracking alumni after leaving Kaskaskia College, building membership in the KC Alumni and Friends Association, improving the overall communication process with alumni and friends of the college, collecting alumni stakeholder feedback, and analyzing alumni stakeholder feedback.

2: PROJECT RATIONALE

A: A strong alumni association will help support the College, benefiting both alumni and students. The focus of the project will be to represent, serve and inspire current and future alumni in support of the college. By engaging current students in an enjoyable and rewarding experience, they will become committed alumni for the future.

3: PROJECT GOALS AND DELIVERABLES

A: 1. Alumni and Friends Communication Processes
   1. Alumni Newsletter
   2. Begin utilizing email for communications

   2. Alumni and Friends Survey Process
   1. Utilize Graduation Survey
   2. Produce new Alumni Survey (include events)

   3. Alumni and Friends Tracking Process
   1. Events

   4. Alumni and Friends Recruitment Process

4: INSTITUTIONAL INVOLVEMENT

A: The entire College is effected by the project through its alumni. The Alumni Team of the Director of Institutional Advancement and the Administrative Assistant for the Office of Institutional Advancement will affect the project most along with key administrators at Kaskaskia College. The entire College Staff will be included in the project but specifically Department Chairs and Administrators of specific programs will work with Alumni Office personnel closely to accomplish the goals of the project.

5: PROJECT CONTROL

A: Monitor recruitment efforts against memberships
   Monitor tracking process against membership renewals
   Monitor communication process with campus event participation
   Monitor survey results

   Increase the number of memberships by 10%
   Increase the number of renewals by 20%
   Increase the revenue received by alumni in form of renewals by 20%
Increase the number of methods of communication with alumni and prospective alumni through email, facebook, twitter, newsletters and traditional communication.

Determine a benchmark survey to alumni of their satisfaction with alumni processes and report a satisfaction rate. Survey to be done annually.

### 6: ANTICIPATED CHALLENGES TO PROJECT SUCCESS

A: The College’s president will be retiring in June 2015. This might impact project goals. However, we don’t anticipate any problems pursuing our project goals at this time.

### 7: ADDITIONAL INFORMATION

A: Nothing at this time