

HACC Assessment Record

Department/Campus:

Office of College Advancement

Unit:

Alumni

Assessment Start Date:	July 1, 2012	
Goal: <i>(Campus, department or unit)</i>	Goal 2: Conduct ongoing research to determine alumni needs and wants and to measure alumni satisfaction with alumni programming.	
Objective: <i>(Measurable)</i>	<ul style="list-style-type: none"> Develop basic research plan (surveys, focus groups) to determine needs and wants of HACC alumni. Establish baseline information on which to measure progress of alumni programs and services by February 1, 2013. 	
Alignment with Strategic Plan: Alumni Office-to-Strategic Plan Matrix	Goal III: Operational Excellence Objective 4: Engage alumni to expand support for HACC.	
Sources of Evidence to be used: <i>(Measures that would point to achievement of goal/objective. Examples: databases, focus group feedback, surveys. See p. 10 of Guide.)</i>	<ul style="list-style-type: none"> Focus groups held at Gettysburg and Lancaster campuses during summer 2012. Survey sent to 30,000 alumni in November 2012. More than 500 alumni responded when it closed on Dec. 17, 2012. Final report, issued on Feb. 27, 2013. 	
Type of Assessment : <ul style="list-style-type: none"> Information– Gathering <i>(needs assessments, inventories, establishing baselines)</i> Performance–Evaluating <i>(How well are we doing? Have we improved?)</i> 	Information-Gathering: Establishing baseline	
IF ASSESSMENT IS PERFORMANCE-EVALUATING:		
*Benchmarks and Performance Targets are critical when evaluating performance. They may or may not be as critical when gathering information, although a rubric may be developed to organize categories under consideration.	Benchmarks or Standards (See pp. 11 – 13 of Guide)	Performance Target (See pp. 13 – 17 of Guide)
	NA	NA
Findings: <i>(What did we learn from this assessment? What did the evidence say?)</i>	Respondent Demographics <ul style="list-style-type: none"> More than three in five (63.1%) are employed full-time. The largest (17.4%) household income group was '\$30,000 - \$44,999' and the smallest (6.4%) was '\$125,000 or more.' 	

- Nearly two-thirds (65.9%) were most strongly affiliated with the Harrisburg campus.
- Over one-quarter (28.5%) of the respondents were in the '41-55' age group.
- Just over two-thirds (67.0%) reported working in their field of study.

Survey Responses

- Most felt that they 'receive the right amount' of communications regarding events, opportunities to give back to HACC and general news.
- The most common method of hearing about HACC activities was email, followed by the HACC website and Connections magazine.
- The preferred method of receiving information was email, followed by U.S. mail, and then the HACC website.
- Nearly one in five (19.3%) respondents was a member of Phi Theta Kappa.
- The benefits that HACC alumni are most aware of are 'career service advising' (40.1%) and 'library access' (35.2%).
- Of the benefits identified, alumni are most interested in the 'Alumni College Card' (41.8%) and 'bookstore discounts' (40.7%).
- The benefit most used by alumni is 'Connections magazine' (23.8%).
- Almost seven in ten (69.7%) indicated some or strong interest in 'professional networking,' and more than half (53.8%) indicated some or strong interest in 'community service projects.'
- More than three in seven (44.1%) wanted to know more about the Alumni Association or to become more actively involved.
- Respondents were most interested in serving as alumni mentors (55.4%), followed by volunteering for an Alumni Association committee (54.2%), and allowing students to job shadow them at work (52.6%).
- More than nine in ten (92.4%) list their HACC education on their résumé, LinkedIn profile and/or personal Web page.
- More than half (52.6%) have not contributed financially to HACC but may do so in the future.
- Nearly four in eleven (35.9%) indicated the excellent education they received at HACC would influence their decision to donate.
- The most common reason (57.1%) for not contributing to

	HACC was not being financially able to do so.
Decision-Making: <i>(What changes of practice are indicated? What budget priorities are established? What accomplishments should be celebrated and showcased?)</i>	<p>The alumni strategic planning committee is scheduled to meet in June 2013 to tweak the alumni strategic plan based on the research results. Some enhancements being considered include:</p> <ul style="list-style-type: none"> • Increase number of professional development and community service opportunities at the College in which alumni can get involved. • Enhance the Alumni College Card with more value-added benefits; develop a marketing plan to better promote the Alumni College Card. • Build alumni committees as outlined in the HACC Alumni Association’s new bylaws to increase member involvement in the Alumni Association. • Hold elections to enable alumni to choose their own leaders. • Develop an integrated marketing communication plan to better promote the HACC Alumni Association and its volunteer opportunities and to better inform the College leadership about Alumni Association activities. • Provide alumni with options to which they can designate their gifts to the alumni annual giving program. • Provide more opportunities for student-alumni interaction to (1) get alumni more engaged with the College and (2) increase student knowledge about the HACC Alumni Association.
Assessment Closing Date:	May 30, 2013
Notes:	