Missouri State
UNIVERSITY

Strategic Planning Interactive Workshop No. 4
Feedback

Goal: Student & Alumni Experience

IDEAS OR CONCEPTS THAT ARE NOT CLEAR

- How to customize what alumni can be involved in?
- Additional ways to communicate with alumni and students
- Engagement strategy need to include all areas that can apply such as Student Affairs, Staff, Student Engagement
- Discount on classes – Include families as well as alumni
- Assess student engagement – look at enrollment in some programs and resources allotted e.g. gerontology vs Experimental science
- Support Institutional Effectiveness in new credit hours generation data
- Are there more areas outside of academic areas/colleges that would be interested in being campus story tellers?
- Are we cutting down traditions or enhancing them? How to define a tradition?

WHAT'S MISSING?

- Clarify if a tradition is more of an event – Don't get rid of a large amount
- Recognition of students and alumni who are outstanding in Public Affairs
- Engagement focused on academics – Can we expand to more areas?
- Include staff in events for Public Affairs
- Prioritize facility maintenance and renovation for overall student experiences
- Shared governance – Staff Senate compensation
- Support faculty who engage in enhanced learning experiences outside the classroom
- More communication about traditions to staff/faculty/potential employees
- Centralized calendar
- Alumni to alumni mentoring
- Emphasize alumni engagement to faculty

OTHER STRATEGIES THAT ARE MORE IMPORTANT

- Alumni Association engagement with Academic Affairs
- Boost engagement with local alumni
- Unify Communication
- More attainable traditions
- More emphasis on campus history in buildings
- Direct attention to traditions that directly link with public affairs mission
- Customer service training for all staff, faculty, and student employees

OTHER COMMENTS

- Invite alumni to campus
- Training for faculty to engage alumni
- The Advancement Plan to increase alumni giving goal is 2% not 4%
- Increasingly hard for international students to find sufficient resources
- Reduced shuttle service for staff on holidays is a problem
- Adopt Disney customer service model
- Strong support and appreciation for linking alumni to students at the beginning of their time on campus
- Love opportunity to connect non-traditional students and cultivate a sense of belonging
- Improve communication upward in addition to downward
- Does reaching out to recent alumni by fundraisers leave a bad taste?

CONSULTANT COMMENTS

- GOAL STATEMENT
  - Goal statement is not clear – Does statement mean "Develop student's connection to the University to enhance the student experience and contribute to alumni lifelong engagement to the University"