Expected Outcomes: Auburn alumni will be aware of and become association members

Assessment methods

Method: Non-member survey

An online survey was conducted in July 2012 by the office to inquire into the reasons why alums do and do not join the association. 19,913 non-members were invited to complete the survey, 441 started the survey and 174 completed the survey.

The survey included questions about respondent knowledge of the Auburn Alumni Association, respondent perceptions about purposes of the alumni association, activities that are managed by the association, activities that the association is involved in and reasons to join the association.

Findings:

Survey Results:

Did you know about the Auburn Alumni Association?

- Other: 30
- Yes, my spouse is a member but I am not: 13
- Yes, but I have never been a member: 115
- No, I have never been a member: 26

The association does more to support the needs and interests of the University than the needs and interests of the alumni.

- Strongly Agree: 7
- Agree: 38
- Neither Agree nor Disagree: 115
- Disagree: 7
- Strongly Disagree: 8
The Auburn Alumni Association is my main link to the University

- Strongly Agree: 7
- Agree: 25
- Neither Agree nor Disagree: 50
- Disagree: 65
- Strongly Disagree: 28

Which of the following activities are managed by the Auburn Alumni Association?

- Tigerettes and Tiger Hosts: 39
- Student scholarship fund-raising: 74
- Alumni PLUS: 56
- Faculty/Staff Awards: 47
- WEGP: 35
- Student Recruitment: 57
- FANS: 36
- Fund-raising for your college: 93
How did you use findings for improvement?

Survey analysis showed that there was a need to educate our alumni so they know exactly what the alumni association is involved in and what we do for the alumni. We have since communicated to our alumni via social media (Facebook, Twitter, Linked in, Flickr and Pinterest), email and mailings to make them more aware of who we are and what we do. The survey also showed that many did not join the association because they were never asked. We have re-evaluated our records keeping data to ensure all alumni are asked through various means. Lastly, the survey revealed that the benefits offered (magazine, discounts, hospitality tent, etc.) were the reasons they would join outside of their love for Auburn. We have hired a dedicated staff member to enhance the benefits offered for our association members and have communicated that effectively to produce positive results.

Additional comments:
None

Expected Outcomes: Alumni will follow all communications avenues available

Use all possible measures to enhance our communications efforts to the Auburn Alumni Association. Increase the number of Facebook, Twitter, Linked In, Flickr and You Tube followers.

Assessment methods

Method: Annual Report

Analyze the effectiveness of current communications avenues to alumni.

Findings:
An annual report will be submitted yearly to evaluate and access the effectiveness of our communications. An assessment of the previous year shows that each of the following areas
increased over the previous year: Facebook fans - 12,106, Twitter followers – 6,362, Flickr views – 320,021, LinkedIn connections – 6,317 and YouTube videos – 104.

How did you use findings for improvement?
As a result of the assessment findings, we have realized that our alumni base is extremely interested in as much information about Auburn people as they can get. We have increased our focus on social media, hired student workers and interns to support increased activity and increased our social media technology knowledge to maintain the positive momentum.

Additional comments:
None

<table>
<thead>
<tr>
<th>Expected Outcomes:</th>
<th>Auburn club leaders will be satisfied with the Club Leadership Conference experience</th>
</tr>
</thead>
</table>

Foster a relationship with all Auburn club leaders that will encourage them to attend the Club Leadership Conference and disseminate appropriate information back to the members of their local clubs.

Assessment methods

**Method:** Paper survey at event

Analyze the effectiveness of the Club Leadership Conference by disseminating a survey at the event to assess what would keep the club leaders coming back to the event. A paper survey was disseminated on February 4, 2012 to assess the effectiveness of the Club Leadership Conference. Of the 108 people who attended the conference, 69 responded for a response rate of 64%. The survey instrument included questions about the registration process, check-in process, leadership enrichment event, breakout sessions, food served, cost of conference, overall satisfaction with Alumni Affairs staff and volunteers and all events held.

Findings:
The complete survey results are provided in Appendix A. The most significant results (highest and lowest marks) were as follows: **Highest Ratings:** Registration process – 61 out of 66 answered with an excellent rating. Check-in process – 62 out of 67 answered with an excellent rating. The Toomer’s Corner Update – 39 out of 41 answered with an excellent rating and there were several positive comments on this event. Overall satisfaction with Alumni Affairs staff and volunteers – 63 out of 66 answered with an excellent rating and with positive comments. **Lowest Ratings:** Fundraising at annual meetings and game-watch parties: Answered excellent – 30; good – 10; fair – 8; negative comments were related to meeting organization, not constructive, too much off subject interjections, not enough time allowed, not structured and speaker not comfortable. Auburnclubs.org breakout session: Answered excellent – 27; good – 14; fair – 3; negative comments were related to very confusing, needed computer to follow along, needed hands on atmosphere, too confusing (over their heads), not enough time allowed and session ran concurrent with another session they wanted to attend. Satisfaction with food selections: Answered excellent – 54; good – 10; fair – 1; negative comments were related to a poor breakfast offered (no protein and needed to be more filling with bread and fruit).

Other comments for suggestions to improve the conference were: Provide a tour of campus; more sessions on social media; provide new officer orientation; mixer event to get to know attendees.

How did you use findings for improvement?
The survey findings proved that this was a successful and effective event, but there were areas of improvement noted. Several new breakout sessions and events have been added to enhance the conference and make it more enjoyable (basketball game, campus tours, etc.). The food selections have also been changed to meet the attendees’ requests. Planning for the next conference has also included a ‘hands-on’ demonstration for the auburnclubs.org session.
Friday, February 4, 2011

Please rate the efficiency of your registration process.

<table>
<thead>
<tr>
<th>Excellent</th>
<th>Good</th>
<th>Fair</th>
<th>Didn’t answer</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>61</td>
<td>5</td>
<td>0</td>
<td>3</td>
<td></td>
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</table>

Comments:
- If registering couples or multiple attendees have process to complete attendee forms
- Registered online but didn’t go through
- Website was confusing, I accidentally registered for 2

Please rate your level of satisfaction with your check-in process

<table>
<thead>
<tr>
<th>Excellent</th>
<th>Good</th>
<th>Fair</th>
<th>Didn’t answer</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>62</td>
<td>5</td>
<td></td>
<td>2</td>
<td></td>
</tr>
</tbody>
</table>

Comments:
- Great speaker
- Excellent Speakers
- Loved the motivational speakers.
- Loved Tommy and Coach

Leadership Enrichment

<table>
<thead>
<tr>
<th>Excellent</th>
<th>Good</th>
<th>Fair</th>
<th>Didn’t answer</th>
<th>Did not attend</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>45</td>
<td>13</td>
<td></td>
<td>4</td>
<td>7</td>
<td></td>
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</table>

Comments:
- Very conversational but not highly professional.
  - Some would find a few statements as not aligned w/ diversity.
- Coach McCraken and TJ were awesome
- Very good kick off to the day
- Great speaker
- Excellent Speakers
- Loved the motivational speakers.
- Loved Tommy and Coach

BREAKOUT SESSION I

Auburn University NCAA Compliance

<table>
<thead>
<tr>
<th>Excellent</th>
<th>Good</th>
<th>Fair</th>
<th>Did Not Attend</th>
<th>Didn’t answer</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>57</td>
<td>5</td>
<td>1</td>
<td>4</td>
<td>2</td>
<td></td>
</tr>
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</table>

Comments:
- Seemed a little long and common knowledge
- Rich always does a great job
- Awesome
- Recommend having the compliance office send representatives to club meetings to educate club members
- Thank you Rich!
- Rich does a great job for AU! Glad he is on our team!
- Truly excellent in content and presentation.
- Would like him as a speaker.
- The best session as always.
- Great speaker
- Always enjoy Rich and Bernard
- Needs more time if possible. This is an AUsome topic.
- Always great

BREAKOUT SESSION II

Admissions/Student Recruitment and FANS (Finding Auburn’s Next Students)

<table>
<thead>
<tr>
<th>Excellent</th>
<th>Good</th>
<th>Fair</th>
<th>Did Not Attend</th>
<th>Didn’t answer</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>12</td>
<td>11</td>
<td></td>
<td>33</td>
<td>13</td>
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</table>

Comments:
- After 3 years, I’m about to understand it.

Establishing and Sustaining Club Scholarships

<table>
<thead>
<tr>
<th>Excellent</th>
<th>Good</th>
<th>Fair</th>
<th>Did Not Attend</th>
<th>Didn’t answer</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td>1</td>
<td>1</td>
<td>33</td>
<td>27</td>
<td></td>
</tr>
</tbody>
</table>

Comments:
- After 3 years, I’m about to understand it.
Club President’s Meeting
Excellent 19  Good 3  Fair   Did Not Attend  36  Didn’t answer 10
Comments:
  •  Great info from other presidents

Ice Cream Social with Auburn Club Scholarship Recipients
Excellent 28  Good 21  Fair 2   Did Not Attend 11  Didn’t answer 8
Comments:
  •  Nice touch to meet students.
  •  All recipients should attend. I know it is hard, but this is a small sacrifice for receiving a scholarship.
  •  Yum
  •  Need more students
  •  Informal and way to interact with students
  •  No alternate for diabetics

Club Awards Dinner
Excellent 46  Good1 3  Fair 1   Did Not Attend 4  Didn’t answer 5
Comments:
  •  Better timing and length of event this year. I think for general ACE Awards the list should read and then applauded and shortened. No standing, etc. Do need standing and recognition for 7 awards.
  •  Food great, not enough seating
  •  Too many individual scholarship recognitions, give brief overview of each ACE Award for runner up and winner.
  •  Delicious, fun, loved the singers
  •  Thanks for the great atmosphere
  •  Great entertainment
  •  AUcapella Great!
  •  Wish there were different selections, seems that it was the same as 2011. Always an AUsome event!
  •  Loved it!
  •  Very Nice, Thank you!
  •  Food was good, singers were awesome
  •  Great job Jeremy!
  •  Too much stuff- Need to hold applause for each category, otherwise constantly clapping.
  •  Length of program was perfect.
  •  Would have like a mixer/event to get to meet other club members and pick their brains
  •  Came at 5:30 and there wasn’t any seats left, not complaining- Hamilton’s was great!

Saturday, February 5, 2011

BREAKOUT SESSION I
Completing Club Fundraising Forms-Silent Auctions/Gift in Kind/Etc.
Excellent 7  Good 10  Fair   Did Not Attend 34  Didn’t answer 18
Comments:
  •  Good overview of necessary rules. I think value could be added by handing out accounting rules around actions
  •  I think more info provided. It ended up not applying to me!

Fundraising at Annual Meetings and Gamewatch Parties
Excellent 20  Good 8  Fair 6   Did Not Attend 22  Didn’t answer 13
Comments:
  •  Lots of great ideas
  •  Good Ideas
  •  Great Ideas
  •  Very helpful with new ideas, fun, cheap fundraisers
  •  Got several good ideas
  •  Would like more info on the bus trips
  •  Good info, not real organized. Random, hand-out
  •  Not constructive. Too much side/off subject talk
  •  Too much to cover in the time allowed
  •  Presentation was not very structured. Speaker did not seem comfortable.

AuburnClubs.org
Excellent 18  Good 9  Fair 2   Did Not Attend 20  Didn’t answer 20
Comments:
  •  Great resource for the club. Would have been good to have known so people could have
brought laptops to have an interactive setup.

- Great tool
- Very good, great tool
- Pitched at a higher level of understanding than this old guy had

- Kind of confusing but worked out. Wish I had a computer to follow and explore at the same time. Although that’s not practical.

- Too much to cover in the time allowed.
- Not familiar with some aspects of social media
- Over my head
- Ran concurrent with President’s meeting and fundraising- needed a third session, I really wanted to see this one- hated having to choose.

BREAKOUT SESSION II
Auburn Alumni in Action and Community Service
Excellent 29  Good 4  Fair  Did Not Attend 22  Didn’t answer 14
Comments:
- Good ideas from other clubs
- Great ideas
- Great seminar, especially sharing ideas
- Great ideas shared

Comments:
- Need more information about requirements-ran out of handouts.

Completing Club Fundraising Forms- Silent Auction/Gift in Kind/Etc.
Excellent 7  Good 5  Fair  Did Not Attend 33  Didn’t answer 24
Comments:
- Great info! Learned a lot!
- Tough subject given complexity of IRS laws.

Comments:
- Great resource, glad to have learned about it.
- Very Good
- Not enough time allocated for thorough discussion on the critical topic of communication and social media. Really need a “How to” and demonstration period.
- Again, ran concurrent with above.

BREAKOUT SESSION III
Toomer’s Corner Update
Excellent 39  Good 2  Fair  Did Not Attend 20  Didn’t answer 8
Comments:
- Great having gentleman from Horticulture speak
- Option 4
- Very informative and interesting
- War absolutely impressed! Also loved hearing options/steps for continuing tradition.
- This would have been better if offered to everyone- It was packed
- Great info- would like for all to have been able to attend!!
- Would love to have this presentation at a club event

Comments:
- If the trees survive this football season, AU needs to win every game to keep the beautiful white foliage.
- Great job keeping us informed
- Great
- Thanks for all you are doing to preserve our tradition
- Needed bigger space
- Wish we could have gone!

Fundraising at Annual Meetings and Gamewatch Parties
Excellent 10  Good 2  Fair 2  Did Not Attend 26  Didn’t answer 29
Comments:
- Needs more structure and focused discussion instead of general dialogue.
- See previous comments

Recruitment and Retention of Club Officer
Excellent 10     Good 5     Fair     Did Not Attend 29     Didn’t answer 25
Comments:
  • Learned a lot!
  • Need more ideas from other clubs.

BREAKOUT SESSION IV
Auburn Alumni in Action and Community Service
Excellent 15     Good 1     Fair     Did Not Attend 23     Didn’t answer 30
Comments:

Managing and Effective and Productive Board Meeting
Excellent 9     Good 3     Fair 1     Did Not Attend 24     Didn’t answer 32
Comments:
  • Very informative, great flow

Freshmen Send-off Celebrations
Excellent 14     Good 6     Fair     Did Not Attend 21     Didn’t answer 28
Comments

OVERALL RATINGS
Please rate your overall satisfaction with the food selections.
Excellent 54     Good 10     Fair 1     Didn’t answer 4
Comments:
  • Love the food section.
  • More protein at breakfast! Please!
  • Always good! So many items/dishes
  • Great! (x2)
  • The breakfast could have been more filling with more bread and fruit
  • Less sweets for breaks- maybe cheese and crackers
  • Lunches- Great! Breakfast- kind of poor
  • Lunch was great/Dinner was good

Please rate your level of satisfaction with the cost of this event.
Excellent 56     Good 7     Fair     Didn’t answer 6

Please rate your overall satisfaction with the Office of Alumni Affairs event staff and volunteers.
Excellent 63     Good 3     Fair     Didn’t answer 3
Comments:
  • Corey Kate and Cindy work endlessly to help each club!
  • Outstanding!
  • AUesome!

Please rate your overall satisfaction with Club Leadership Conference.
Excellent 58     Good 7     Fair     Didn’t answer 4

Which sessions we the most helpful to you?
  • AuburnClubs.org (9)
  • Community Service
  • Managing board meetings (2)
  • NCAA Compliance (6)
  • Fundraising (6)
  • Admissions and FANS (3)
  • Recruitment and Retention of Officers (3)
  • Fellowship and sharing of ideas
  • President’s Meeting (6)
  • Toomer’s Corner (11)
  • Game Watch Parties
  • Community Service and Alumni in Action (4)
  • Leadership Enrichment (4)
Annual Meetings
Completing Fundraising Forms
Freshman Send-Off (3)

Which sessions would you like to see offered at the 2013 Club Leadership Conference?
- Same/Similar to this year. (3)
- AU Alumni in Action (2)
- NCAA Compliance (3)
- Toomer’s Update (5)
- Gamewatch Parties
- Fundraising (4)
- AuburnClubs.org (4)- Have more offered, interactive
- More social media “How-Tos.”
- More practical issues to help us comply with AAA expectations
- Opportunity to interact with Student Athletes where clubs could learn their needs.
- Golf again
- Internet/Social Media
- Pics with Aubie
- Effectively communicate to your members
- New Officers Orientation
- 1 on 1 type of activity
- Tour updates of campus
- Day in the life of an AU Student
- A mixer type of event to get to know other club leaders (2)- Get to know you games?
- Session for clubs outside of Alabama- focusing on relation, attendance, arrival of new alumni, fundraising, engaging with AU
- Have Faith Winters do a session on non-profit and donor relations- She is great!

Other Comments:
- Each year keeps getting better and better. How do you do it? You guys are great!
- Loved that Debbie gave prizes at her sessions!
- Last year, I liked the gymnastics event offered to us after the dinner!
- Wonderful fellowship!
- Well done! War Eagle!
- Thank you, can’t wait for next year!
- Fundraising Forms breakout was a bit confusing and mind boggling.
- It would be helpful if the most popular sessions would not be held concurrently with others- even though there are two presentations of some sessions, crowd size and room is often overfilled and uncomfortable.
- Great Job!
- Offer more AU stuff for sale. Offer discounts for package of multi-count items to take back for fundraising promotions.
- Thanks for the hard work- It will pay off!
- Great! Great! Great! It just gets better every year!
- Update forms to match with evaluation form.
- Thanks to all!
- War Eagle! So much fun! More Aubie! Some type of tour of athletics or samford!
- I wish all our board would/could come!
- Amazing job! Please, as appropriate, help Louis Colbert get his story out… Inspiration!
- War Eagle! (x3)
- Thanks for all your help during the year. You are a great group of folks!
- Great job AAA!
- Once again, a fantastic job was done by all, the staff and everyone involved. A fabulous weekend!
- Great job, thanks for all you do!
- The Toomer’s Oaks session was great although the room should have been larger!
- Great conference! Very inspiring!
- Try to have event when a sports event is going on such as basketball or baseball!
- Always a great conference and very informative. Love the ability to share ideas “Face to Face” and meeting other club members. You all do an AUsome job year round. You are very much appreciated. We love you all!
- Great Conference!