Assessment Plan – Administrative and Academic Support Unit Level

Department/Unit: Office of Alumni and Trustees Affairs
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Mission Statement:
To effectively serve and support the alumni and trustees of the American University in Cairo and to ensure the continued connection with alumni and their engagement in the life of the university.

<table>
<thead>
<tr>
<th>Expected Outcomes:</th>
<th>Assessment Methods:</th>
<th>Targets/Benchmarks:</th>
<th>When Will Assessment Be Conducted and Reviewed?</th>
<th>Use of Results:</th>
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</thead>
<tbody>
<tr>
<td>Something the department or unit wants to achieve; desired end results for the organization or program, rather than actions. 3-5 ideal, maximum 10.</td>
<td>What factors, variables, or elements will you measure to gauge your success at reaching your expected outcome?</td>
<td>For each of these indicators, what is the minimum result, target, benchmark, or value that will represent success at achieving this outcome?</td>
<td>How and when will you collect and analyze results?</td>
<td>How will you use results for planning, improvements, and decision making?</td>
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| Alumni are engaged in the life of the university and actively participate in alumni events and alumni social networks. | 1. No. of chapters (regional, class and interest)  
2. No. of committees formed  
3. No. of Loyal for Life participants in every chapter (regional, class and interest)  
4. No. of events  
5. Attendance at events  
6. No. of chapter web pages and related web statistics (number of hits)  
7. Web statistics of all alumni pages  
8. No. of social networking sites  
9. No. of fans of social networking sites  
10. No. of online community members. | 1. Increase no. of chapters by at least 10%.  
2. Increase no. of committees by at least 10%.  
3. Increase participants by at least 10%.  
4. Increase no. of events by at least 10%.  
5. Increase attendance by at least 10%.  
6. Increase by at least 10%.  
7. Increase by at least 10%.  
8. Increase by at least 10%.  
9. Increase by at least 10%.  
10. Increase by at least 10%. | Annually | Results will be used for improving our services and decision making. |
| Alumni records (business and personal contacts) are up-to-date and accurate. | 1. % of lost alumni  
2. % of correspondence returns (mail, email, SMS)  
3. % of accurate employment records  
4. No. of data entry errors | 1. Decrease the percentage of lost alumni by 3 percentage points.  
2. Decrease the percentage of correspondence returns by 5%.  
3. Increase the percentage of updated and accurate alumni employment records by 10%.  
4. Less than 1% of data records have data entry errors. | Annually | Results will be used for improving our services and decision making. |