

Bergen Community College

ASSESSMENT REPORT FORM ADMINISTRATIVE AND EDUCATIONAL SUPPORT

Assessment Period: 2013/2015

AES Department: Office of Alumni Affairs

Department Head: Joe Cavaluzzi

Department Assessment Liaison: Joe Cavaluzzi

Date Submitted: May 2015

❖ **Mission/goal statement or description of the Department:**

The Office of Alumni Affairs develops and implements a comprehensive program of alumni activities and events that foster and retain positive relationships with graduating students and former (non-graduating) alumni. The Office seeks to secure commitments from alumni to provide professional expertise, volunteer service and contribute financial support. In partnership with key stakeholders, the Office strives to create and maintain pathways for alumni participation that advance the mission and the goals of the College.

The Office of Alumni Affairs works with the BCC Alumni Network Board of Directors to support and manage the BCC Alumni Network, whose mission statement is: *The goal of the Bergen Community College Alumni Network is the ongoing growth of an environment of support and loyalty to the College among its graduates, students and the community it serves. The Alumni Network is committed to fund raising, provision of scholarships, communication outreach and support of the admissions process by promoting the appreciation of "excellence in education" offered at the College.*

❖ **Department's Core Objectives/Outcomes:**

1. Increase alumni participation in BCC Alumni Network; thus increasing fundraising activity to generate more scholarship contributions and operating budget support for alumni activities.
 2. Tap into alumni expertise and contacts for the benefit of students; through programs such as student mentoring and the guest speakers' bureau, Bergen students obtain information and contacts beyond their classroom education that will enable them to better position themselves to transfer to other 4-year institutions of higher learning and to be successful in their chosen careers.
 3. Create alumni affinity groups and initiate programs that will draw alumni participation and perpetuate Alumni Network growth year to year.
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SEMESTER 1: CREATING A DEPARTMENT-LEVEL ASSESSMENT PLAN

1. Department's Goal(s) or Outcome(s) to be assessed (from the above section):

- I. Increase alumni participation by 10%.

2. Means of Assessment:

- I. The creation and implementation of alumni-focused events developed to bring alumni to the BCC campus. Measure by determining the number and attendance of events for alumni and, where possible, measure attendance at events not designed specifically for alumni (i.e. how many discounted theater tickets were sold at a Ciccone show promoted to alumni – if this information is available from the theater.)
- II. Conduct a survey of alumni to determine their interests and areas of willingness to attend or to participate in campus activities; also query survey participants about communications the Office of Alumni Affairs has sent so far, measure responses vs. benchmark for surveys on campus (with CIE).

- **Feedback from Vice President:**

SEMESTER 2: DEVELOPING ASSESSMENT TOOL (s) and TIMELINE

3A. Describe or attach assessment tool (s), including sources of data, timeline for data collection and how data will be analyzed.

- I. Alumni focused events have been created and implemented.

Results 2014/2015:

- Sept. 21: 23 Dental Hygiene Alumni Network members, students and faculty participated in the Oral Cancer Foundation Walk/Run for Awareness in Andover.
- Oct. 9: Annual Dinner, October, 100 attended; raised \$1,500 for Alumni Scholarship Fund.

- Nov. 6: Alumni Night Honoring BCC Basketball and Golf Coach Doug Yennie; approximately 30 alumni attended.
- Published 2014, 12-page Alumni CONNECTION e-Newsletter; published monthly e-blasts with selected campus events and discounts available to ANET members; postcard mailings for Bergenstages performances.

ATTACHMENT 1: SPRING 2015 EVENTS

- II. Development of a needs assessment survey to be sent to BCC alumni garnering information on the types of events the alumni would be interested and willing to participate in and their suggestions of the number of events per year that seem appropriate. This survey also will help identify alumni who are willing to get involved with the College. The Office of Alumni Affairs currently is working with the Office of Institution Effectiveness to refine the survey draft questions below.

ATTACHMENT 2: NEEDS ASSESSMENT SURVEY

3B. Desired results department and Vice President would like to see.

- **Feedback from CIE:**

SEMESTER 3: COLLECTING AND ANALYZING DATA

4. Summary of Results (attach aggregated data table, survey tool, etc., to support the summary)

Alumni Appreciation Night, Feb. 6, 2014, drew approximately 40-50 alumni representing every decade starting in 1976 through 2013 to the Main Campus gym to see the Men's and Women's Basketball Teams and honor former BCC basketball stars Bobby Gaeta, 1985 NJCAA All-American, and Michaela "Mickey" Hayes, Class of 2011 honors graduate national Number 1 Division III rebounder. We collected alumni emails and a few filled out questionnaires telling their interest in future events. Co-sponsored by the BCC Office of Alumni Affairs, the Department of Athletics and the Office of Student Affairs, we used the event to begin discussions of forming a BCC Athletic Hall of Fame as part of the College's 50th Anniversary Celebration in 2015.

Alumni Appreciation Breakfast, April 1, 2014, recognized 30 people, including 29 alumni, in the Moses Family Meeting and Training Center, for participating the BCC Alumni Mentoring Program, the BCC Alumni College Ambassadors Program, the Oral Cancer Foundation Walk, and forming three alumni who formed the BCC (alumni) Thespian Society and the BCC Honors Alumni Network. The breakfast was attended by approximately 50 people, including faculty and staff who assisted the Office of Alumni Affairs.

Alumni Dinner Theater, April 17, 2014, brought 30 alumni to campus for dinner in the Bergen Room (prepared and presented by students in the hospitality and culinary program) followed by a Bergenstages production of The Threepenny Opera in the Ciccone Theater. Attendees paid \$25 per ticket for dinner and the show. The event raised \$300 for the Alumni Scholarship fund.

5. Recommendations for Improvement:

- **Feedback from Vice President:**

SEMESTER 4: CLOSING THE LOOP AND SHARING KNOWLEDGE

6. Use of Results: Bring alumni back to campus:

Create affinity groups of alumni....ASSESSMENT: Measure participation in each group on three levels: a.) number of people responding to the group, i.e. likes on group's Facebook page; b.) group's aggregate response, i.e. working together to put on an event; c.) number of group participants who become dues-paying members of the Alumni Network.

Establish regular means of communication... ASSESSMENT: a.) Track responses to stories in electronic newsletter (published online); b.) Track responses to stories in monthly e-blasts to all alumni (published by email); c.) Identify and update hundreds if not thousands of bad addresses in Excel spreadsheet provided by the BCC Foundation; d.) With CIE, conduct alumni survey of interests that also seeks responses to communication to alumni so far.

Establish alumni mentoring and speakers' bureau program and ambassadors program...ASSESSMENT: assessment forms have been developed for the mentoring, speakers' bureau and Alumni College Ambassadors (an element of Alumni Ambassadors program).

Work with various departments within the College and outside sources to host and co-sponsor events... ASSESSMENT: track attendance against a benchmark (to be determined with help of CIE).

Capture contact information from outgoing students... ASSESSMENT: Beginning with the Class of 2014, the Office of Alumni Affairs will staff a table during the graduation salute to obtain information (i.e. personal email addresses) for an annual alumni directory that will be incorporated into a larger alumni directory.

- **Feedback from CIE:**