

National Commission on the Next Level of Excellence: Panel on Alumni Relations

Tier One Recommendations – Spring 2000	Outcomes – as of Fall 2004
<p>1. Identify and establish alumni club locations nationally; develop an alumni club for Stockton/San Joaquin immediately. Estimated Cost: \$13,500 for four new clubs; \$9,000/year to maintain club activity</p>	<p><i>Achieved.</i> Over the last four years, seven new alumni clubs have been formed: San Joaquin County (Stockton); Central Coast Pacific Club; Hawaii Pacific Club; San Diego Pacific; North Bay Pacific Club (Santa Rosa); Fresno Pacific Club; and Puget Sound Pacific Club. Future clubs are planned for development in 2005 in Reno, Portland, and Arizona. These supplement existing clubs: East Bay; Los Angeles; Nations Capital; South Bay; Stanislaus; Golden Gate; and Sacramento. There are now 16 clubs (as compared with 7 in 2000-01). These clubs, so far only halfway through 2004-05, have held 22 events with 1,600 participants, as compared with 5 events and 80 participants in 2000-01</p> <p>Strategies to better support Pacific Club activity include aggressive recruitment of volunteers, better communication to alums through emails and the Pacific Review, increases in clubs budget, and development of criteria for club recognition by the Pacific Alumni Association.</p>
<p>2. Establish a presence on the Stockton campus with the addition of an Alumni House. The proposed facility must have the "look and feel" (i.e., graciousness) of the President's Home and the on-campus Fraternity and Sorority Houses.</p>	<p><i>In Progress.</i> The University and the Alumni Association formed a panel in 2002 to develop a needs assessment for an Alumni House. The Pacific Alumni Association endorsed the concept of a campaign to build an Alumni Center on the Stockton campus, but, during the present campaign, is lending its support to the development of the University Center. The University, as part of its Master Campus Plan, continues to review potential sites for an Alumni Center, including existing buildings that may become vacant.</p>
<p>3. Develop methods that utilize alumni in career assistance programs for both students and alumni, career mentoring, provide advice about relocation, develop career internships, experiential learning opportunities, and develop career opportunities. Estimated Cost: \$10,000 per year</p>	<p><i>Achieved.</i> In 2004, the University launched an alumni recognition program, recognizing alumni employers and those alumni who provide internships for students. At the same time it began a program to recruit alumni to participate in the Career Resource Center's STARS program, alumni volunteers assisting Pacific students. Individual academic units, notably the School of International Studies among others, have also implemented successful mentoring programs that match alums with current students.</p>
<p>4. Increase alumni participation in the academic life of the University.</p>	<p><i>Achieved.</i> Strategies to increase alumni participation in campus events have focused on two major alumni events each year, the Homecoming and Alumni Reunion Weekends, and on improving electronic communication to alumni about the many campus events open to them throughout the year. Reunion attendance has increased over the last four years from 313 alumni and 259 guests (572 total) in 2001 to 744 alumni and 300 guests</p>

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	(1044 total) in 2004.
5. Increase alumni participation in annual giving programs to 25% of the total alumni population. Estimated Cost: \$20,000	<i>Not yet achieved.</i> In 2004, alumni annual giving rates reached 14% (3094 donors), up from 12 % (2501 donors) in 2000.
6. Formalize a class agent program for the purpose of promoting giving by alumni during their reunion years. Estimated Cost: \$1,000 per class	<i>Achieved.</i> The class agent program began in 2000 as a pilot program with just three reunion years participating and about 15 volunteers. It has grown significantly, to ten reunion classes and 50 volunteers in 2004. Agents write, call, and e-mail their classmates and encourage them to participate in a gift to the university. Alumni class giving campaigns are now highlighted in all reunion mailings. Such mailings also recruit alumni to support reunion committees and participate in the class agent program.
7. Establish position(s) for alumni representation on the Board of Regents and develop an election process for that position(s) by alumni. Estimated Cost: \$9,500	<i>Not being pursued or no longer relevant.</i> Alumni do not hold a position on the Board of Regents, however, the Alumni Association President and Vice President are routinely invited to each board meeting and make reports to the Regents.
8. Develop and maintain an alumni relations program in each of Pacific's nine schools and colleges. Estimated Cost: \$70,000/school annually; \$50,000 salary and benefits; \$20,000 programming budget	<i>Achieved.</i> In 2001-02, the Alumni Council was established. This group includes any staff member at the University with alumni relations responsibilities. Although a University-wide group, regular participants tend to represent the Stockton campus programs. Additionally, the Alumni Association Board President meets with each academic dean during his or her year as President. As a result, there has been significantly more cooperation and collaboration in programming among the Alumni Affairs Office, the academic units, the Career Resource Center, and Athletics.
9. Reserve space for alumni in academic field trips, i.e. Geology field trips; theatre field trips to Broadway, London; and desert trips with Biology.	<i>Not being pursued or no longer relevant.</i>
10. Develop an alumni volunteer leadership conference that explores all of the volunteer opportunities at Pacific.	<i>Achieved.</i> The first Alumni Volunteer Summit was held in 2000-01 with 25 participants. The goal of this program was to examine volunteer opportunities for alums at the University. 60 participants attended the Summit in 2001-02; 18 attended in 2002-03.

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Estimated Cost: \$12,000	While the Summit was canceled in 2003-04, it is planned for April 2, 2005. The theme of the 2005 Summit is “Young Alumni.” The total number of alumni volunteers in 2000-01 was 25 (0 in 1999-2000); in 2004-05, the total number of volunteers is 250.
11. The Pacific Alumni Association should reorganize its structure governing the board to allow for greater participation over a shorter period.	<i>Achieved.</i> A number of significant accomplishments have increased the effectiveness of the Alumni Association’s governing board. The Association adopted new bylaws in 2002 that provide for a new structure of 21 board members and nine officers and held its first election of alumni directors of the board. Directors can only serve two consecutive terms; all officers are elected and have term limits. A Nominating Committee comprised of Alumni representatives, college and school representatives, Pacific club representatives, past presidents and current members of the alumni board requests nominations for the board from deans, University administrators and others. Alumni board members include representatives from all schools and colleges. Additionally, a Policy and Procedure Committee is working on a comprehensive policy and procedures manual to guide the work of the Association and its committees.
12. The Alumni Office should evaluate the potential of a dues program for the Pacific Alumni Association to help support growth and new programs.	<i>Not being pursued or no longer relevant.</i> This issue has not been pursued during the last five years. However, to assure that it is capable of meeting members’ expectations, the Alumni Association Board plans to discuss the possibility of dues within 2005.
13. Maintain an accurate alumni database that includes e-mail addresses; develop methods to track alumni following graduation, document career moves and significant achievements.	<i>Achieved.</i> The Alumni Office has vastly increased the information it has about the University’s alumni and its ability to track them after graduation. As an example, the e-mail database was improved from 2,500 addresses in 2000 to more than 11,500 e-mail addresses in 2004.
14. Survey the entire alumni population regularly, benchmark value of Pacific education, identify new alumni leadership and update alumni data base with professional and personal information. Estimated Cost: \$15,000 per year	<i>Achieved.</i> Surveys of alumni have been conducted at various times by Marketing, the Alumni Office, and Planning and Research. In particular, the Alumni office has contacted alumni to survey them about its communication program and about plans for reunion weekends. Increased contact with alumni has paid off with increased involvement of alumni. This is evidenced by the addition of 27 new members of the Alumni Board over the last four years.

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15. Publish the Alumni directory more frequently.	<i>Achieved.</i> The last Alumni Directory was published in 2001. More than 4,800 directories were sold and 15,000 alumni updates were made to the database. The University's practice coincides with industry norms in publishing the directory every five years. In 2005 the staff will work with Harris Publishing to produce an Alumni Directory for publication in 2006. At the same time, an online directory is maintained which, as of 2002, has been updated two times per month.
16. Utilize communications technology through the internet, alumni web site, and e-mail for all alumni. Estimated Cost: \$15,000	<i>Achieved.</i> The Office of Alumni Relations launched the Pacific Alumni Website in 2002 at www.pacificalumni.org . Alumni can now view on-line calendar of events, register for events, update alumni directory information; read class notes, find out ways to volunteer, make gifts to the university, access the E-News, and Pacific Review and other newsletter information. In 2003-2004 an e-newsletter for all alums was launched. Three were produced in 2003-04 and six have been produced so far in 2004-05 (ten will be produced in 2004-05 and each year thereafter). Halfway through the 2004-05 year, the Alumni Office staff has sent more than 50 broadcast e-mails to alumni.
17. Publish more stories in the Pacific Review about alumni, faculty, encourage alumni to participate in class notes and create a Pacific Alumni Association calendar of events in each issue.	<i>Achieved.</i> In 2003 the Alumni Notes section of the magazine was redesigned to include a Pacific Alumni Association page, Reunion page and Pacific Clubs page. This is considered supplemental to the more extensive information available at the alumni website.
18. Formalize a class secretary programs for the purpose of communicating with alumni from a specific class year.	<i>Not being pursued or no longer relevant.</i>
19. Establish a student alumni program that...requires alumni participation, and develops methods to train student leaders to be alumni leaders as an investment in the Pacific Alumni Associations future.	<i>Achieved.</i> A student alumni program was established in the Fall 2001 with a budget of \$5,000 for student programming. Over the last three years, programming has included: (2001) Dance for a chance; Dead Day Eve party (also 2003); (2002) Homecoming 5k Run that raised \$1,200 for scholarships (also 2002); Dinner with Alumni in Modesto; Finals Feeding Frenzy; attendance at the Student Alumni Association Conference; Etiquette

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<p>Estimated Cost: \$10,000/year</p>	<p>Dinner with Career Resource Center (also 2003); Spring Retreat; International Spring Festival; participation in the Volunteer Summit; Dead Day Eve. In 2003, Student Alumni Association officers gained positions on the Pacific Alumni Association Board of Directors and committees.</p> <p>Although the Student Alumni was considered a successful program, it was suspended in 2004 in favor of reallocating resources to form the Student Ambassador program sponsored by the Division of Student Life. This latter program, which involves the University’s most talented students serving the University at a number of important events and functions, was considered a more critical need of the University at the present time.</p> <p>Other programs, however, have been developed to provide current students with an understanding of their future role as alumni. Alumni are involved in Welcome Back Weekend each fall through the freshman “Pin Ceremony” and Convocation (see Tier 2, Recommendation 14). Also, before students graduate, they receive the “Book of Life” from the Alumni Association, which contains information on ways that students can be involved as alumni after graduation, and contact information.</p>
<p>20. Develop award programs that allow the Pacific Alumni Association to recognize contributions of current Pacific students. Estimated Cost: \$1,500/year</p>	<p>Achieved. The Alumni Association annually presents a “Community Spirit” award to the campus club or individual that demonstrates the spirit of the award.</p>

Tier Two Recommendations – Spring 2000	Outcomes – as of Fall 2004
<p>1. Establish a dental clinic with Pacific dental students in Stockton connecting the two campuses with a shared program.</p>	<p>Achieved. The Arthur A. Dugoni School of Dentistry opened a dental clinic in Stockton in 2003 in the TJJL Pharmacy and Health Sciences Learning Center building, completed in 2003. The Dental Hygiene program was also launched as a joint program between the College (pre-Dental Hygiene) and the School of Dentistry.</p>
<p>2. The University Advancement staff should</p>	<p>Achieved. The University seeks opportunities for the local community to participate in</p>

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develop a fund raising program centered around high profile commencement/convocation speakers including dinners, receptions, etc. to attract the wider community.	the varied programming that takes place on each campus throughout the year. In particular, the Pacific Presents program, which has provided high-profile speakers and performers, has been widely publicized and attendance levels consistently high. In the planning of each Commencement event, the University also takes advantage of high-profile speakers and visitors to the University, with attention to University advancement goals.
3. Convene an annual Pacific education retreat featuring faculty, students, and distinguished alumni as course presenters covering a variety of general interest topics that include the sciences, tax planning, international studies, career change and other topics as identified by alumni.	<i>Not being pursued or no longer relevant.</i>
4. Organize students to make phone contacts with alumni for the purpose of thanking them for donations and updating the alumni database. The script could allow for information exchange regarding how the alumni donations may be spent.	<i>Not being pursued or no longer relevant.</i>
5. Organize site visits for current Pacific students to McGeorge Law School and the School of Dentistry.	<i>Not being pursued or no longer relevant.</i> However, the University promotes opportunities for students to consider enrollment at the Law School or School of Dentistry as a part of their educational goals, as well as partnerships between academic programs on the three campuses.
6. The Pacific Alumni Association should host a Welcome Back BBQ for students on all three campuses. Estimated Cost: \$22,500	<i>Not being pursued or no longer relevant.</i> Nonetheless, a number of welcome and welcome back events are sponsored each year by Student Life and the Academic Division.
7. The Pacific Director of Alumni Relations should visit the School of Dentistry and McGeorge School each year and deliver a report on alumni activity to	<i>Not being pursued or no longer relevant.</i>

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alumni and students.	
8. Host a “Religious Chapel” that all entering students, freshman and transfers are required to attend (Stockton, Sacramento and San Francisco campuses) to assist them in becoming “involved” in campus activities.	<i>Not being pursued or no longer relevant.</i> This Tier Two recommendation for a “Religious Chapel” has not been pursued, but a different, new tradition called the Community Adventure for incoming freshmen and transfers was established on the Stockton Campus. During Welcome Weekend, hundreds of Pacific students board buses and venture off campus, into the Stockton community, to become aware and connected through an early opportunity to participate.
9. Develop an exit survey for all students who leave the University prior to graduation.	<i>Achieved.</i> The University’s Career Resource Center does survey Stockton campus graduates each year to discover their “First Destination” – employment or graduate school, etc. (although it is not an exit survey).
10. Establish a Senior Gift program that encourages seniors to make a gift to Pacific before graduation and educates them about the responsibility of giving to their alma mater. Estimated Cost: \$3,000	<i>Achieved.</i> In 2000, 69 seniors made gifts raising \$1,515. The senior gift provided for garden benches with a sundial. In 2004, 146 seniors made gifts raising \$2,655 toward the BBQ picnic area near Monagan Residence Hall.
11. Develop a compendium of potential student alumni programs and activities.	<i>Not being pursued or no longer relevant.</i>
12. Provide all students with a permanent e-mail address when they enter school.	<i>Achieved.</i> The University currently maintains a permanent email address for all its students and alumni.
13. Develop a database that organizes alumni by volunteer interest and by profession. Make the database available to faculty and students for access as needed.	<i>Not being pursued or no longer relevant.</i> While the University has developed a comprehensive database of its alumni, privacy issues prevent the University from making it public. Some alumni do volunteer to be contacts for the University, for example, as some opt to be publicly listed by the Career Resource Center.
14. Encourage local (Stockton) alumni to host new faculty and student receptions.	<i>Achieved.</i> The Stockton Pacific Club has been regularly involved in the Welcome Back Weekend for freshmen during the last several years. The Alumni Association presents a pin to every freshman at the “Pin Ceremony” and joins in applauding them at the

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	conclusion of the Sunday afternoon Convocation. Alumni hosting of new faculty receptions has not been pursued.
15. The Pacific Alumni Association should host a Pacific Art and Film Festival featuring the work of alumni, faculty, staff artists.	<i>Not being pursued or no longer relevant.</i>
16. Encourage faculty to make contact with Pacific Alumni Club leadership whenever they may be in the area. Encourage Pacific Alumni Clubs to host receptions for faculty whenever possible.	<i>In progress.</i> Alumni programs have taken advantage of a number of University speakers, including deans’ participation in club meetings and faculty participation in Alumni Reunion Weekend.
17. Encourage the Pacific Alumni Association to develop more community service activities for alumni to participate.	<i>Achieved.</i> All alumni clubs are encouraged to do community service, and 50% of them do. As an example, the Pacific Association Alumni Board spends the first Saturday of each fall term in Stockton doing a community service activity with students in downtown Stockton.

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