
UND SMHS Strategic Plan Individual Unit Report for 2022

GOAL 7 for **Choose or type your unit name here**

LEARNING

One UND Strategic Plan Goal 7: Attract support for the University by actively engaging alumni and donors. Goal by 2022, increase alumni contribution participation to 10% and achieve targeted fund raising goals set for each Dean, Vice President, and President.

UND SMHS Strategic Plan Goal 7: The SMHS will achieve the targeted fund raising goals set for the SMHS Dean and Vice President for Health Affairs.

1. Describe if/how your unit has addressed this goal.

The Department of Physical Therapy's Priority #7 addresses this goal (Enhance the University's revenue stream through vigorous private fund-raising and marketing including Deans and other University personnel working in concert with UND Foundation staff). Goal #1 Fund-raising – enhance present fund-raising efforts. We communicate with alumni via birthday greetings and We have not been able to host alumni gatherings at national combined sections meeting since the beginning of the COVID-19 pandemic, yet are hopeful to resume these activities moving forward. We have hired a student worker to assist with our department's social media presence to increase awareness of our alumni. We highlighted our student scholarship winners on social media, which also can raise awareness of the types of scholarships we have available that people can consider donating to. We were successful in bringing in a significant donation to provide payment for LSVT BIG and LOUD training for PT, OT, and CSD students.

2. Describe how your efforts are being assessed.

The Department of Physical Therapy has 15 current scholarship funds; 13 of which are available for students to apply for through Scholarship Central. Eight of fifteen are endowed scholarships. The status of these funds is monitored by the UND Foundation and reports are provided to the program for review (Fund Activity Details report). Stewardship Thank You Reports are also received and reviewed upon donation receipt to the Foundation. The PT alumni donor rate for FY22 was 2.8%; this data was provided by the UND Alumni Foundation.

3. Describe how your unit analyzed these data and what assessments were determined.

The data is reviewed when each report is received.

4. Describe how your unit will implement any further changes and what barriers may exist.

We will seek to utilize social media to encourage alumni and friends to donate to the available PT scholarships and to increase our progress on 10% participation of alumni.

PROVIDE A RATING OF YOUR PROGRESS ON THIS GOAL:  On Track

