

University Development				
Action Area 1: Retention and Recruitment (faculty, staff, students)				
Goal	Strategy	Objective	Measures	Progress/Updates as of November 2010
Create and Enhance scholarship / financial aid administration in a post Proposal 2 arena	Reconstitute collaboration between University Development and office appropriate units to facilitate scholarship attainment for diverse, non-traditional women, LGBT, veterans, and economically disadvantaged students.	Continue to work with donors whose scholarships or prospective scholarships were impacted by Proposal 2 to retain or refocus those scholarships	Number of affected donors contacted	all donors who were affected contacted.
			Number of scholarships obtained / retained	all scholarships affected retained
		Explore the feasibility of GVUF holding and awarding scholarships that might be impacted by Proposition 2	With University Counsel, Business Office, Financial Aid and GVUF Leadership, identify feasibility, interest and potential need for GVUF to hold scholarship \$	GVUF By-laws and Articles of Incorporation changed to allow for the Foundation to maintain and hold potentially impacted scholarships.
		Continue to work with new and existing donors to the First Generation Urban Schools Scholarship	Number of new donors giving to the fund.	Eleven new donors to the scholarship at \$2,095
			Number of renewing donors contributing to the fund.	Nineteen renewing donors at \$4,014
			Number of asks. Yearly gift \$	
Action Area 2: Campus Climate				
Goal	Strategy	Objective	Measures	Progress/Updates as of November 2010
Enhance networking with alumni of color	Explore / Support the establishment of additional alumni ethnic and affinity groups	Alumni Relations will participate on the University Campus Climate Study committee	Participation on committee	Chris Barbee is a member of the committee and also a member of the Marketing Subcommittee.

		Alumni relations will redesign the “how to” manuals and materials for the creation of alumni affinity chapters, focusing on ethnic diversity.	Materials and manuals created	While we do need to update our chapter manuals, they do provide the necessary information that is needed for groups to function.
			Number of new alumni chapters under development	
		Work with student groups and associations while they are on campus to help feed into ethnic and affinity groups post graduation	Attendance and hosting of new and returning student events.	Alumni Relations is a cosponsor and lead organizer of a alumni/student panel discussion titled Answers Beyond the Classroom: A Panel Discussion for Students of Color. Have actively encouraged ethnic based student groups through phone calls and emails to participate and have involved OMA alumni in presentations and video's.
		Assure that alumni events and publications reflect a culturally sensitive content	Content assessment and evaluation	The content of all alumni publications and University Development publications are reviewed by staff to assure a culturally sensitive content and portrayal. Copies are submitted for review.
	Reinstitute “grow your own project” to recruit, train and employ a graduate student in development, from an under-represented population.	Help diversify university development and the development field.	Funding and recruitment in place for a graduate student placement by 2011.	Assessing needs of department to determine what area to focus on

Action Area 4: Organizational Learning - Internal

Goal	Strategy	Objective	Measures	Progress/Updates as of November 2010
Support an appropriate inclusion focus for the 50th Anniversary celebration	Work with planning committee to highlight success stories of grads	Gather stories from minority alumni for inclusion in Alumni and Development publications.	Number of stories gathered for file and content of publications.	Recent minority alum stories include: Deborah Clanton featured as Alumni Spotlight for halftime video scoreboard message at November 6 GVSU football game. Mat Nguyen featured as Alumni spotlight story in November 2010 email newsletter. Additional minority stories (along with non minority stories) are gathered on a continuous basis for possible placement at a later time
Solicit / Encourage alumni participation in promoting inclusion and equity	Utilize existing clubs and individuals to support fundraising in support of minority recruitment / retention.	At hosted receptions focusing on alumni, include discussion on inclusion at GVSU into appropriate presentations.	Number of presentations	Presentations in Denver, CO; Detroit, MI; Atlanta, GA; Orlando, FL; Tampa, FL; Phoenix, AZ; and Raleigh, NC have been done during calendar year 2010.

	Facilitate the formation of additional clubs / chapters targeted at under-represented populations.	Use affinity data and on-line community to target messaging to alumni	Number of stories/ communications delivered	communication pieces document a good cross section of stories/communications that have been delivered.
	Develop / enhance alumni sponsored lectures / community conversations on diversity topics	Invite and involve alumni of color in on-campus and chapter sponsored events and presentations	Attendance and participation	Minority attendance at each of the receptions listed above in #2. Maria Espinoza served as volunteer during Major Fair event on 11/3/10. Hosted panel discussion in conjunction with Office of Multicultural Affairs on 11/11/10 featuring students and alumni of color. 55 people were in attendance and five alumni served as members of the panel. Also hosted cohort alumni reunion dinner to celebrate the success of the Multicultural cohort graduates. 116 people (alumni, students, staff) were in attendance on 11/12/10. Ray Bennett, VP of Lodging Development served as a guest speaker in two Business Law classes on 11/12/10.