



## Office of Alumni Affairs

#9 Plan cycle - 9  
Plan cycle 2024/2025  
7/1/24 - 6/30/25

## Introduction

### Unit Mission:

To strengthen alumni ties and encourage lifelong support of McNeese State University so these resources can be used to support the successful education of undergraduate students and provide operational assistance to serve the campus community, donors, employers, alumni, and community members.

### Institutional Mission Reference:

Financial support from alumni helps provide academic support, research opportunities, support of student activities, physical plant improvements, faculty support, and scholarships. Alumni also support the University by hiring McNeese graduates, providing internships, and helping to recruit future students.

**Performance Objective 1 Connect alumni to their alma mater so that they will want to help financially support the University's mission of providing a successful education of undergraduate students and be able to provide operational assistance.**

**1 Assessment and Benchmark**

Benchmark: >4% yearly increase in McNeese Alumni donations to the Annual Fund.

**1.1 Data**

Fiscal Year	Annual Fund Income	% change
2020-2021	\$99,119.85	-49.0%
2021-2022	\$76,626.07	-25.6%
2022-2023	\$86,252.88	+ 9.0%
2023-2024	\$118,666.97	+37.5%
2024-2025	103,587.96	-12.7%

**1.1.1 Analysis of Data and Plan for Continuous Improvement**

2020-2021:

- Annual Fund Drive (mail piece) was not sent in fall 2020 as scheduled due to Covid-19 and Hurricanes Laura and Delta.
- Phonathon 2021 was unable to be hosted due to lack of space since Alumni Center was used as temporary offices for displaced Foundation/Athletics staff.
- Only active solicitation was email for donation renewals, which were solicited prior to the crawfish boil.
- Annual Fund Drive will resume in Fall 2021.
- Phonathon will be re-evaluated and will take place if possible based on facility available due to Alumni Center flooding and reconstruction.

2021-2022:

- Annual Fund Drive was not completed fall 2021 due to flood repairs and building access minimal.
- Phonathon was not completed spring 2022 due to flood repairs of building and change in office personnel.
- Annual crawfish boil was cancelled due to unforeseen circumstances within Alumni and personnel changes.
- Annual Fund Drive will begin fall 2022 for tailgating.
- Phonathon will be evaluated and likely replaced with email and mailed flyers.
- Annual crawfish boil fundraiser will be evaluated for spring 2023.

2022-2023:

- Annual Fund Drive was completed since fall 2019. Successfully completed via email in place of Phonathon.
- Annual Crawfish Boil was completed with 225 in attendance.
- Annual Fund Drive was completed for tailgating members to attend home football games.
- Past President Social was held in October during Homecoming week. Approximately 90 in attendance.
- Distinguished Alumni Event was held in November. 80 in attendance for this event.

2023-2024:

- Annual Fund Drive was successfully completed via email & mailers to those in a certain age range, in place of Phonathon.
- Annual Crawfish Boil was changed to a BBQ due to "loss" from previous year.

- Annual Fund Drive was completed for tailgating members to attend home football games.
- Past President Social was held in October during Homecoming week.
- Distinguished Alumni Event was held in November. 80 in attendance for this event.

2024-2025:

- New Director hired
- Annual Fund Drive was successfully completed via email & mailers to those in a certain age range, in place of Phonathon.
- Annual Crawfish Boil was reinstated as it was determined to be a more popular event. A revamp will be in place for 2025-2026.
- Annual Fund Drive was completed for tailgating members to attend home football games.
- Past President Social was held in October during Homecoming week. Roughly 50 attendees
- Distinguished Alumni Event was held in September. 40-50 attendees for this event. A lower crowd due to circumstances beyond control.

**2 Assessment and Benchmark**

Benchmark: Host pregame parties in Noland Alumni Pavilion and Alumni Grove for each home game – alumni attendees must possess Rowdy Card which means they have donated \$125.00 or more to the annual fund that year. Average attendance for each game should be >700.

**2.1 Data**

Fiscal Year	# of home games	Estimated average attendance per game	Estimated # of Rowdy Card holders per game
2020-2021	3	—	—
2021-2022	5	—	—
2022-2023	6	>500	225
2023-2024			
2024-2025	5	450	300

**2.1.1 Analysis of Data and Plan for Continuous Improvement**

2020-2021:

Due to COVID-19 restrictions, pregames were not hosted for the Spring 2021 football home games. Local and State officials would not approve pregame plans and permitting. Will resume in 2021-2022 however benchmark number will decrease due to game time (12 pm).

2021-2022:

Tailgating was hosted for 2021-2022 football season. Due to changes in office personnel, the actual number of attendance nor percentages are available.

2022-2023:

Tailgating was hosted for 2022-2023 football season. Number of attendance varied around 225.

2023-2024:

2024-2025:

Tailgating was hosted for 2024-2025 football season. Roughly ~400 people were at each one.

**3 Assessment and Benchmark**

Benchmark: Plan >12 alumni events during the year to engage and reconnect with alumni.

**3.1 Data**

2020-2021:

Decrease in number of events due to COVID-19 restrictions and Hurricanes Laura and Delta. Hosted six events: Fall 2020 Gradfest, BAC Trailblazer Awards (virtual), Spring 2021 Gradfest, JCP Suit Up (virtual), Alumni Annual Crawfish Boil, Ag Alumni Crawfish Boil.

2021-2022:

Decrease in number of events due to return of activities from COVID-19, hurricanes and flooding. In Fall 2021 and Spring 2022, a few events were hosted by Alumni: football tailgating, Grad Fest, JCP Suit Up, Ag Alumni crawfish boil, and Black Alumni Chapter held two events for scholarship fundraising.

2022-2023:

Hosted 22 events.

Fall - tailgating, block parties, past president social, distinguished alumni, JCP suit up, Grad Fest.

Spring - JCP Suit Up, Grad Fest, BAC Trailblazer event, Alumni Annual Crawfish Boil, Ag Alumni Crawfish Boil.

2023-2024:

2024-2025:

Hosted roughly 20 events between Alumni Association, chapters and on campus.

### 3.1.1 Analysis of Data and Plan for Continuous Improvement

2020-2021:

Decrease in events due to COVID-19 and Hurricanes Laura and Delta. Will resume alumni events in 2021-2022 and will partner with other campus departments/organizations to assist with their events.

2021-2022:

Will work to increase events across campus with partnerships and Alumni activities to return to normal from COVID-19, hurricanes, flooding, and personnel changes.

2022-2023:

Will work to establishing campus community partnerships where alumni, friends and family will attend.

2023-2024:

2024-2025:

Tried to maintain number of events and attendance from the previous year. There is opportunity to get ahead of schedule for 2025-2026.

## 4 Assessment and Benchmark

Benchmark: Increase endowed scholarship funds by at least \$50,000 each year.

### 4.1 Data

Fiscal Year	Endowed scholarships	Increase from previous year
2020-2021	\$1,055,412.21	\$57,289.87
2021-2022	\$1,055,644.71	\$232.50
2022-2023	—	—
2023-2024	—	—
2024-2025	—	—

### 4.1.1 Analysis of Data and Plan for Continuous Improvement

2020-2021:

Successfully completed benchmark of \$50,000 increase despite COVID/Hurricanes. Established the Henry Doiron Scholarship from an annuity bequest to the Alumni Association.

2021-2022:

Despite unforeseen circumstances and changes in roles within Alumni, funds with scholarships still remain closely the same. Will work to improve ongoing changes for next fiscal year.

2022-2023:

2023-2024:

2024-2025:

- Four years of endowment payments for License Plate Scholarship has been repaid, roughly \$128,000.
- New PRIME scholarship voted and passed by Board of Directors.
- Reallocating of funds discussed by Director and Board Leadership to get rid of dormant scholarships & add those funds to existing.

**Performance Objective 2 Use cost effective ways of communicating with alumni, potential students, and community members to encourage their support of McNeese and promote the University's mission.**

**1 Assessment and Benchmark**

Benchmark: Provide planning, staffing, and financial support for student recruitment and development, marketing, athletic programs, campus enhancement, alumni events, and general University needs. Financial support for these programs will be >\$50,000.

**1.1 Data**

Fiscal Year	Other Financial Support
2020-2021	\$47,812.12
2021-2022	\$4,000.00
2022-2023	—
2023-2024	—
2024-2025	~\$140,000

2020-2021:

- Student t-shirts (\$1000); Foundation Scholarships (\$31,000); Lunch for commencement staff/stage party in both fall and spring (\$2,481.97); Bookstore Hurricane Relief Fundraiser (\$2,094.59); Baseball Sideline Box Seats + 4 Season Tickets (\$800); Develop the Diamond Campaign (\$1000); Student Orientation Spurs Keychain Giveaways (\$5,000)

2021-2022:

- Lunch for Academic Signing Day (\$1500), Softball season tickets, and Develop the Diamond Campaign (\$1500). Spending is limited due to unforeseen circumstances within Alumni and personnel changes.

2022-2023:

- Spending is limited due to unforeseen circumstances.

2023-2024:

2024-2025:

- Repaid all money due to Foundation for the past 4 years for License Plate endowed Scholarship (~\$128,000)
- \$10,000 sponsorship for Cowboy Commitment Day
- Sponsored bookmarks for Student Literacy Day (~\$1,800)
- Will sponsor T-Shirts for Faculty/Staff BBQ in 2025-2026

**1.1.1 Analysis of Data and Plan for Continuous Improvement**

2020-2021:

Decrease funding to University due to decrease in income/annual fund in 2020-2021 due to COVID

/Hurricanes.

2021-2022:

Funding has been minimal due to unforeseen circumstances within Alumni and personnel changes. Will work to rebuild Rowdy card annual renewals for future events.

2022-2023:

Due to unforeseen circumstances, continuing to work on rebuilding Rowdy card annual renewals.

2023-2024:

2024-2025:

- Repaid all money due to Foundation for the past 4 years for License Plate endowed Scholarship (~\$128,000)
- \$10,000 sponsorship for Cowboy Commitment Day
- Sponsored bookmarks for Student Literacy Day (~\$1,800)
- Will sponsor T-Shirts for Faculty/Staff BBQ in 2025-2026 & other initiatives

### **Performance Objective 3 Work with campus and community resources to efficiently and effectively support the University mission.**

#### **1 Assessment and Benchmark**

Assessment: Event attendance for all Ag Alumni Chapter, Black Alumni Chapter, and Greater Houston Alumni Chapter events.

Benchmark: Average of 50 attendees per event.

##### **1.1 Data**

Fiscal Year	# of events	# in attendance*	Average attendance
2020-2021	2	400	200
2021-2022	5	400	250
2022-2023	15	400	—
2023-2024			
2024-2025	20	400	325

##### **1.1.1 Analysis of Data and Plan for Continuous Improvement**

2020-2021:

Events for 20/21 were limited due to COVID-19 and Hurricanes Laura and Delta.

- No in-person chapter meetings/events were held from July 1, 2021 - May 15, 2021.
- The Black Alumni Chapter hosted their annual Trailblazer Awards Reception virtually (via zoom) on April 17, 2021. Approximately 75 attended. The chapter also held monthly chapter meetings via zoom from January-May 2021.
- Ag Alumni Chapter Crawfish Boil was held in May 2021. Approximately 325 attended.
- Will resume outreach/chapter events in 21/22 and will partner with other campus groups /departments with their events.

2021-2022:

Events for 2021-22 were limited to tailgating due to flood construction going on in Alumni.

- Board meetings did not happen due to unforeseen repairs and flood repairs in building.
- Black Alumni Chapter held 2 fundraisers for scholarship funds. Approximately 150 attended February event and approximately 70 attended June event.
- Ag Alumni held their annual crawfish boil with approximately 300 in attendance.
- Chapter meetings were held via ZOOM.

- Will resume minimal activities for Alumni: tailgating, Grad Fest, and partner with other areas on campus for JCP Dress Up, Career Closet Fundraiser, Black Alumni Scholarship fundraisers, Ag Alumni crawfish boil, and evaluate Alumni crawfish boil.

2022-2023:

Events for 2022-23 were limited to tailgating, block parties, Past President Social, Distinguished Alumni, Board Meetings, Chapter Events.

- Board Meetings are monthly with approximately 18 in attendance.
- Black Alumni Chapter held 1 event - Trailblazer - approximately 75 in attendance.
- Ag Alumni Chapter held their annual crawfish boil - approximately 225 in attendance.
- BAC meeting are monthly with approximately 15 in attendance.
- Tailgating varied - approximately 250 in grove for 6 events.
- Grad Fest was held fall/spring with approximately 450 in attendance.
- Block Parties - 6 events - approximately 500 in grove.

2023-2024:

2024-2025:

- Board Meetings are monthly with approximately 18 in attendance.
- Black Alumni Chapter held two events - Trailblazer - approximately 75 in attendance. Southern Mixer (20)
- Ag Alumni Chapter held their annual crawfish boil - approximately 225 in attendance.
- BAC meetings are monthly with approximately 15 in attendance.
- Tailgating varied - approximately 400 in grove for each of five events.
- Block Parties - five events - approximately 1,000 in grove.

## 2 Assessment and Benchmark

Benchmark: A member of the Alumni staff should be present at a minimum of 10 student events a year.

### 2.1 Data

2020-2021:

Staff attendance at student events decreased due to the lack of student events following COVID-19 and Hurricanes Laura/Delta. Staff did attend both Gradfest and Commencement.

2021-2022:

Events have been decreased due to lack of enrollment from hurricanes and flooding, as well as ongoing construction across campus and housing. Grad Fest and commencement were attended by Alumni staff. JCP Suit Event, and Career Closet also had Alumni representatives in attendance.

2022-2023:

Staff attends all events hosted by Alumni (consists of 1 member).

2023-2024:

2024-2025:

New Director hired, staff remains at one and goes to every event possible that is on campus and will continue to do so in 2025-2026.

#### 2.1.1 Analysis of Data and Plan for Continuous Improvement

2020-2021:

Staff will resume presence at student events as they return in 21/22.

2021-2022:

Staff will be in attendance to all activities that Alumni partners with and hosts, such as tailgating, Grad Fest, Career Closet, JCP Suit Up, Academic Signing Day, and other events as needed.

2022-2023:

Staff in attendance to all activities that Alumni hosts and partners (consists of 1 member).

2023-2024:

2024-2025:

New Director hired, staff remains at one and goes to every event possible that is on campus and will continue to do so in 2025-2026.