

2023 USAHS Alumni Association Advisory Board Self-Assessment

Completed by Stephen Elam (VP Governance Committee), Rebekah Jarrar (VP Advocacy Committee), Christopher Long (VP Alumni Engagement Committee)

What were the committee's objectives for the past year? (List all Objectives):

GOVERNANCE

1. Annual Review of governance documents, revise board review process.

ADVOCACY

1. Continue working to identify alumni and faculty who function in advocacy related roles in the healthcare profession.
2. All committee members continue to monitor issues and topics of importance to healthcare organizations, calls for action from these organizations, and opportunities for alumni to join these organizations in leadership roles.
3. Update the Advocacy Committee Interest Group Recap twice per year to share with University leadership and post to the alumni website.

ALUMNI ENGAGEMENT

1. Board members will continue to support the Geographic Mentor program
50% of board will serve as geographic mentors
Board members will recruit alumni to serve as mentors
300 mentors recruited in 2023 to support students
2. Help recruit group members for all alumni social media accounts with a goal of 2,000 members by 12.31.23.
3. Draft 10 volunteers to record testimonials for the University.
4. Support participation in the planning of the Alumni Reunion & Family Weekend 9/15-17.
Goal is 200 event attendees

How well was each objective met? (Please reference your objective and then include objective met, objective partially met, objective unmet, Objective is ongoing, objective is no longer applicable, then elaborate on why)

GOVERNANCE

All goals were met

ADVOCACY

USAHS Faculty and alumni were surveyed to identify those serving in leadership or advocacy roles in healthcare professional organizations. More work needs to be done to identify advocacy allies

within the University and alumni communities.

The Advocacy Committee has drafted a document to outline healthcare professional organization recommendations for action to be taken by healthcare professionals to advocate for the industry. This document would benefit from expanded efforts to inform/ involve students and staff at USAHS so that they are aware of and can participate in advocacy related activities. Perhaps we can partner with student organizations such as SOTA or COTAD to help disseminate our findings to the student body.

ALUMNI ENGAGEMENT

Current and former board members functioned as mentors and geographic mentors to current USAHS students. We now have more than 400 alumni who have agreed to serve as geographic mentors.

We ended the year with more than 1200 members of our social media accounts. We missed our goal and need to look for opportunities to expand our social media presence.

We were successful in drafting 12 alumni to record alumni testimonials during the Alumni Reunion Weekend.

Support participation in the planning of the Alumni Reunion & Family Weekend 9/15-17. Goal is 200 event attendees. We met this goal and had a great first Alumni Reunion Weekend.

What are the committee's objectives for the next fiscal year? (you may reference past objectives as ongoing and/or list new or revised objectives.)

GOVERNANCE

Ongoing: Continue to take feedback for board review document and revise accordingly.

Ongoing: annually review the governance documents, consider adding a nominating committee, potentially add a training on bylaws and onboarding for new members, and respond to feedback from the USAAA Board and USA Board.

ADVOCACY

Ongoing: Continue working to identify alumni and faculty who function in advocacy related roles in the healthcare profession.

Ongoing: All committee members continue to monitor issues and topics of importance to healthcare organizations, calls for action from these organizations, and opportunities for alumni to join these organizations in leadership roles.

Ongoing: Update the Advocacy Committee Interest Group Recap twice per year to share with University leadership and post to the alumni website.

ALUMNI ENGAGEMENT

Ongoing: Board members will continue to support the USAHS Mentor program
50% of board will serve as mentors. Goal is to have 500 alumni mentors by year-end.

Ongoing: Help recruit group members for all alumni social media accounts with a goal of 2,000 members by 12.31.24.

NEW: Help promote the Lighthouse Alumni Award and encourage alumni to refer excellent student prospects for the University. The goal is 100 alumni referrals for the Summer and Fall 2024 intake.

NEW: Support participation in the planning of the Alumni Reunion & Family Weekend 9/27-9/28 in San Marcos, CA. Goal is 200 event attendees

How has the committee demonstrated a commitment to current students and alumni of the University and how will it demonstrate that commitment over the next year?

GOVERNANCE

Improving the governance of the alumni association will make it easier to onboard new members, improves communication between the AA board and the BOD. Provide clarity of role expectations.

ADVOCACY

The advocacy committee seeks to build bridges between current students and alumni by supporting efforts that directly affect both students and alumni. Also, the advocacy committee participated in the alumni reunion efforts by showcasing our community partners by bringing students to the event so that alumni and students could interact while supporting vulnerable populations.

ALUMNI ENGAGEMENT

The committee has represented a commitment to students and alumni through participation in programs and events.

How has the committee demonstrated a commitment to the advancement and support of the professions represented by its alumni and how does it plan to demonstrate that commitment over the next year?

GOVERNANCE

Clear governance allows for clarity in strategic planning with advancement. A well run association will attract alumni participation which historically is a positive for developing advancement. We will also be able to reach more alumni to courses and events sponsored by USA. The ability to understand our graduates professional issues will improve with a larger alumni association which enables the university to put resources in places that appropriately impact alumni.

ADVOCACY

The Advocacy Committee has drafted a document to outline healthcare professional organization recommendations for action to be taken by healthcare professionals to advocate for the industry. We have met with leadership and encouraged an increased culture of USAHS's participation in legislative events related to issues highlighted in the advocacy recap.

ALUMNI ENGAGEMENT

Through mentoring and by holding and attending events.

How has the work of the committee assisted members of the USAHS Alumni Association Advisory Board in the enhancement of personal and professional growth, development, and satisfaction, and how does it plan to do so over the next year?

USA/The Alumni association was able to host its first annual reunion weekend.

The committee has seen a lot of membership change in the past year but has ended the year as a more diverse and passionate group. With representation from leaders in the fields also involved in advocacy the committee continues to inspire one another and is flexible to the changing needs of the industry.

Interactions with one another, fellow alumni, current students, and faculty and administration of the University has contributed to the enhancement of both personal and professional development and growth.

How well does the committee feel they have been able to effectively communicate with current students and alumni?

We think the communication is improving each quarter. More alumni are getting involved or are at least seeing the information presented by USAHS.

We feel that we have grown a lot since our inception and will continue to grow as time goes on. The creation of the advocacy recap has shown to be an effective method of communicating issues of advocacy to alumni and leadership at USAHS.

Would like to continue to improve communication with both current students and alumni. More events with current and prospective students would help. Building the chapter program would help encourage more alumni engagement. More outreach to alumni to encourage participation and engagement through social media would be good, too.

Please list suggestions for improving communications with current students and alumni for the next calendar year?

Improve Social media presence with FB, Instagram, and Linked In with daily social media posts and calls to action for alumni to attend events, ask their friends to follow, refer potential students, and take courses.

We can grow our efforts to include students that are involved in advocacy, perhaps recognizing student advocates in a public way during alumni events.

Better contact data for alumni. More alumni on social media accounts. Add students earlier to social media might help.