

# USAHS Alumni Association Advisory Board

## 2024 Self-Assessment

Completed by Robert Kentner (VP Governance Committee), Rebekah Jarrar (VP Advocacy Committee), Kellan Quigley (VP Alumni Engagement Committee)

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

### **GOVERNANCE**

1. Review the 2023 Alumni Association Advisory Board self-assessment to create the framework for a 3-year strategic plan for the USAHS Alumni Association.

- Each committee to draft action plan for meeting goals by 3.31.24
- Full board action plan to be drafted at 4.13.24 board meeting

2. Maintain a full roster of 22 board members. Look to add members representing the Miami and Austin campuses when appropriate.

3. Complete the 2024 self-assessment of the Alumni Association Advisory Board by 12.31.24

### **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 once per year to share with University leadership and post to the alumni website following Legal approval. Complete in conjunction with the Spring Alumni Association Advisory Board meeting.

### **ALUMNI ENGAGEMENT**

1. Board members will continue to support the Geographic Mentor program. PT alumni board members will join the Upnotch Community and will help recruit fellow PT alumni to support current students looking for mentors in the PT field. Looking for 50 matches during the 2024 pilot program.

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

3. The board will help recruit volunteers to lead Alumni Association Chapters in Atlanta, San Diego, and Miami in 2024.

4. Support participation in the planning of the Alumni Reunion & Family Weekend in San Marcos 9/27-9/28/2024.

**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objective and then include objective met, objective partially met, objective unmet, Objective is ongoing, objective is no longer applicable, then elaborate on why)**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**

The three-year strategic plan was not formally drafted by the Governance Committee. Leadership changes created some delay in meeting this goal. The objective will be moved to 2025.

The committee met the goal of maintaining 22 members and found representatives for both the Miami and Austin campuses.

The 2024 self-assessment is underway.

## **ADVOCACY**

The advocacy committee was successful in meeting the goals 2 and 3. Progress was made on identifying alumni and faculty who perform advocacy related roles. The Advocacy Committee is inviting a speaker to the March 1, 2025, Alumni Association Advisory Board meeting to share advocacy advice and suggestions.

## **ALUMNI ENGAGEMENT**

1. Board members will continue to support the Geographic Mentor program. PT alumni board members will join the Upnotch Community and will help recruit fellow PT alumni to support current students looking for mentors in the PT field. Looking for 50 matches during the 2024 pilot program.

Goal Met- successful match of 54 students to geographic mentors through the Upnotch platform

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

Goal Partially Met- Continue in 2025, currently standing at approximately 1500 members.

3. The board will help recruit volunteers to lead Alumni Association Chapters in Atlanta, San Diego, and Miami in 2024.

Goal Met with Miami in progress for Chapter leads. Collaborating with VP Bod Kentner on revised chapter lead expectations/ objectives for 2025

4. Support participation in the planning of the Alumni Reunion & Family Weekend in San Marcos 9/27-9/28/2024.

Goal Met- 2024 Alumni Reunion & Family Weekend in San Marcos successfully hosted

**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**

1. Work with the Alumni Association Advisory Board to create a 3-year strategic plan for the USAHS Alumni Association. The committee would like to consider a five-year plan instead of three. Bob will work with Polly to establish the framework.
2. Continue to maintain a full roster of at least 22 board members. Promote representation from all campuses and disciplines. The committee would like to add more nursing and SLP alumni to the board.
3. Complete the 2025 self-assessment of the Alumni Association Advisory Board by 12.31.25.
4. Conduct an annual review of all governance documents. Especially to determine governance needs to support the development and growth of Alumni Association chapters.

## **ADVOCACY**

1. Continue working to identify alumni and faculty who function in advocacy-related roles in the healthcare profession.
  - a. Survey alumni to solicit advocacy-related information
  - b. Ask advocacy experts to speak at meetings to provide insight and suggestions for improving advocacy efforts (like Sharon Rosenberg).
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 each year to share with university leadership and post to the alumni website following Legal approval. Target date for posting to website is April 1, 2025.

## **ALUMNI ENGAGEMENT**

1. Board members will continue to support the Geographic Mentor program. OT alumni board members will join the Upnotch Community and will help recruit fellow OT alumni to support current students looking for mentors in the OT field. Looking for 100 matches during the 2025 pilot program.
2. Move to the public LinkedIn group instead of trying to maintain separate Facebook groups. Establish a goal of 1,000 LinkedIn users by 12.31.2025. Keep Facebook groups active to support chapter communications as needed.

3. The board will help recruit volunteers to lead Alumni Association Chapters in Austin, St. Augustine, Miami, and San Diego in 2025.
4. Support participation in the planning of the Alumni Reunion & Family Weekend in Austin, Texas April 10-11, 2026. Solicit alumni to determine which alumni groups should be targeted for invitation.

**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**

The Governance Committee seeks to provide an overarching document for the consistent running of the USAHS Alumni Association Advisory Board. By ensuring representation of all campuses, programs, and decades of graduates, we ensure that all alumni have a voice in the running of the organization.

#### **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**

The Alumni Engagement Committee seeks to provide events and activities that support the professions represented by USAHS alumni. Through mentoring, chapter activity, and engagement

opportunities, alumni are encouraged to give back to the University and support the field of health care.

**How has the work of the USAHS Alumni Association Advisory Board assisted members 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 second annual reunion weekend in September 2024 in San Marcos, CA.

The board has grown from 22 members to 24 with representation from all five campuses. We added representation from the EdD program with two of our new board members. We have added chapters in Miami and San Diego with plans to add more chapters in 2025.

Interactions with one another, fellow alumni, current students, and faculty and administration of the University continues to contribute to the enhancement of both personal and professional development and growth for all board members.

**How well does the USAHS Alumni Association Advisory Board feel they have been able to effectively communicate with current students and alumni?**

Communications are continuing to improve. More alumni are getting involved or are at least seeing the information presented by USAHS.

The Alumni Association Advisory Board continues to support the publication of the alumni magazine, *Accolades*, and the monthly publication of *Accolades Insider*, the electronic alumni newsletter.

Events supporting chapters and the annual Alumni & Family Weekend Reunion will continue to help build awareness for the Alumni Association with alumni and current students.