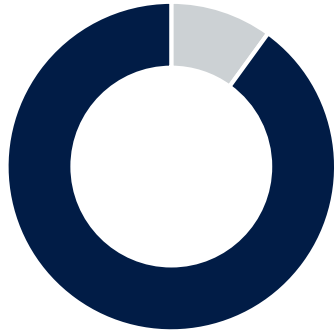




**ALUMNI ASSOCIATION  
AND FOUNDATION  
SURVEY INFORMATION**

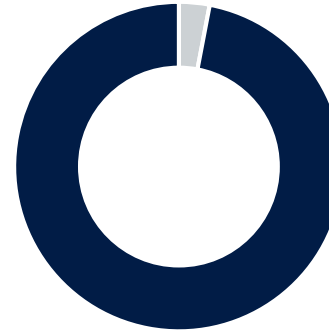
The survey was sent to ~7,000 alumni and over 1,400 (20%) responded to all or most questions.



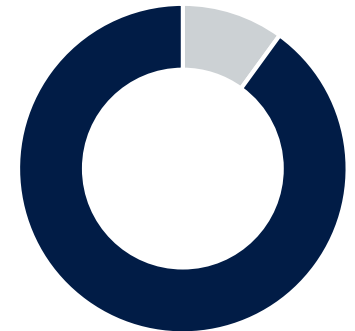
**9 out of 10** alumni believe their degree is the same or higher value than when they obtained it.



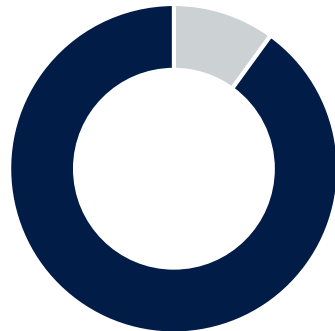
**3 out of 5** alumni believe SDSM&T had a major impact on their career.



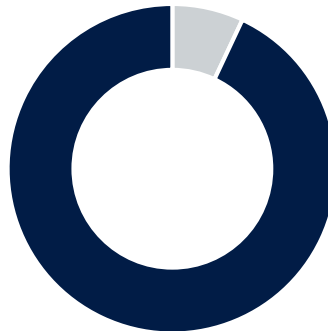
**97%** believed they received a solid education from SDSM&T



**9 out of 10** alumni would choose to attend SDSM&T if they had to do it all over again



**9 out of 10** alumni believed they were prepared to enter the work place or graduate/professional school as a result of their experience at SDSM&T



**93%** recommend SDSM&T to others



Only **2 out of 5** alumni remain involved with SDSM&T.



However, **4 out of 5** alumni would like to remain connected to SDSM&T ranging from attend regional events to mentoring students if given the opportunity to do so.

Alumni noted the Alumni Association strengths are the 5-year reunion, university updates, alumni networking, regional events, student support, and alumni database.

Alumni noted the Foundation strengths are the alignment of gifts with university programs and projects aligned with the strategic plan - particularly scholarships, development officer relationships with alumni, and prudent management of funds.

In October 2016, the Alumni Association and the Foundation boards conducted a joint strategic planning meeting to address the alumni identified areas of opportunity.

South Dakota School of Mines and Technology (SDSM&T) Alumni Association and the Foundation began a comprehensive and collaborative strategic planning processes in 2016. Both organizations aim to further the university goals and support the alumni and students. Based on feedback from constituents, primarily alumni, **the joint strategic goals for 2017 – 2019 are:**

GOALS	OUTCOME
<p><b>Goal 1:</b> Connecting and engaging alumni</p>	<ul style="list-style-type: none"> <li>Establish Alumni Association Area Chapters</li> <li>Increase ease of peer to peer connections through Alumni database updates</li> <li>Hold 45-50 regional events annually to engage alumni and highlight networking and prospective student recruitment</li> <li>Identify and recruit an Alumni Industry Advisor for professional societies on campus</li> <li>Develop model for alumni engagement with departments through lecture opportunities, mentoring, advisory boards, and mini-courses for students</li> </ul>
<p><b>Goal 2:</b> Supporting students</p>	<ul style="list-style-type: none"> <li>Engage alumni and donors for their support of the Mines Annual Fund</li> <li>Engage alumni and donors for their support of student scholarships—both academic and athletic</li> <li>Establish internal crowdfunding process and provide fundraising training for student groups</li> <li>Implement a Young Alumni Mentor Program</li> <li>Continue to build up the SD Mines Music program</li> <li>Work to create a robust Innovation and Entrepreneurship (I&amp;E) culture to engage students, faculty, and the community</li> </ul>
<p><b>Goal 3:</b> Increasing University capacity</p>	<ul style="list-style-type: none"> <li>Expand Surbeck Student Center to provide additional study and dining space for students</li> <li>Develop Student Success Center to promote retention and offer resources and support for students</li> <li>Grow the Energy Resource Initiative (ERI) and provide platform for increased industry presence in the Mineral Industries programs</li> <li>Encourage increased corporate giving from companies hiring SD Mines graduates</li> </ul>
<p><b>Goal 4:</b> Increasing collaborative efforts between the Alumni Association, Foundation, and the University</p>	<ul style="list-style-type: none"> <li>Build the Gail and Guy March Alumni Center for shared on-campus office space for the Alumni Association and the Foundation</li> <li>Create centralized database of shared alumni, friends, and corporate and private foundations for all departments to connect through</li> <li>Streamline communication to alumni and donors among departments</li> </ul>



The objectives supporting each of the goals as well as evaluation metrics to ensure the plan is on track are outlined in this document. The Alumni Association and the Foundation will collaborate through joint committees, joint meetings, and communication. Our strategies that drive the goals and objectives are based on alumni feedback.

- Alumni engagement. Offer alumni opportunities to engage with the Alumni Association, the Foundation, or the university at the level that best fits them.
- Alumni concierge. Make engagement opportunities easy for alumni to say yes by providing timely communication, activities in and outside Rapid City, and bridging alumni to students, campus, or other alumni.
- Targeted communication. The Alumni Association and the Foundation will carry forward consistent messaging using traditional and social media that the alumni find important, entertaining, and useful.
- Data integrity. Maintain a robust database of alumni, friends, and corporate contacts to better stay connected.

- Strong collaborations. Build strong collaborations with alumni, friends, and corporate partners to forward the University strategic plan and poise our graduates and alumni for success.
- Campus partnerships. Partner with academic and campus departments to bridge alumni, friends, and corporate collaborations with campus strategic initiatives and student success.
- Organizational capacity. The Alumni Association and the Foundation will work collaboratively to fulfill this strategic plan. Efficiencies in working together will be explored and implemented.

The Alumni Association will support the objectives through staff and committee structure. The committees are open to all alumni and led by Alumni Association Board members. Initiatives that cross over to the Alumni Association and the Foundation will include Board members from both organizations. Most meetings are held virtually so alumni can participate regardless of location. The Foundation will support objectives through staff and committee structure. Campaign initiatives will be led by staff and Board members and seek collaboration with campus and corporate partners.