

# Regional Council Model Evaluation Overview

## I. GOALS AND OBJECTIVES

- Address the following issues:
  - Is the Regional Council Model the most effective vehicle for building affinity for USF, engaging volunteers, and increasing donations?
    - Do the Regional Councils provide an outlet for meaningful involvement?
    - Has giving in the regions which have a Regional Council increased?
    - Has alumni engagement (i.e. event attendance, number/variety of events, new people attending events) increased in the Regions which have a Regional Council?
  - What staff configuration, both in terms of number of staff and assigned duties, is necessary to support the Regional Council Model?
- Draft a three year plan for the future of the Council/alumni involvement in the post-Campaign environment
  - Plan should include details on coordination with other Regional Councils and with other alumni groups (Alumni Board, PAEC, Trustees, etc.)
- Develop recommendations to support the external three year plan which best utilizes internal resources, including budget and staff time

## Timeline:

- December
  - Marts & Lundy consultants survey Council Chairs, Alumni Board President (current and in-coming), Trustees and staff
  - Electronic survey goes out to all members of 6 Councils
- January
  - Analysis of data
  - Draft initial recommendations
- February
  - Councils review draft recommendations
  - Presentation at Alumni Board meeting
- March/April
  - Presentation at Trustee Development Committee meeting
  - Finalize recommendations and draft final plans
- June
  - Implement recommendations

## Deliverables:

- Three-year plan for Regional Councils
- Staffing recommendations
- Update Charge document

# **Regional Council Model Evaluation Overview of Electronic Survey Results**

## **I. OVERVIEW**

- 42 Regional Council Members responded to the survey (39 completed most questions)
- Breakdown by Council:
  - 6 – Southern California
  - 11 – Peninsula/Silicon Valley
  - 5 – San Francisco
  - 12 – North Bay
  - 1 – Sacramento
  - 7 – Pacific Northwest
- 85% of respondents stated they would continue to be on the Regional Council for another year
- 12 respondents have volunteered for USF for more than 10 years; 12 have volunteered for less than a year; a combined total of 13 have volunteered for 1-5 years

## **II. MEETINGS**

- Most of the respondents had attended at least half of the Regional Council meetings
- Indicated preference for quarterly meetings (22 out of 42)
- Majority felt there was clear agenda and useful information at meetings

## **III. EVENTS**

- Majority (28) agree or strongly agree the Council develops good event ideas
- Majority (28) somewhat agree or agree that events are well-attended
- All (38) agree that events add value and are a worthwhile use of their time
- Average number of recommended events per region per year = 3

## **IV. FUNDRAISING**

- Most (27 of 38) agree or strongly agree RC's have had a positive impact on fundraising in their community
- Majority (32 of 37) somewhat agree, agree or strongly agree RC's should have a fundraising role in future campaigns
- Some (18 of 37) feel the RC's should always have involvement with fundraising
- 24 of 27 somewhat agree or agree that the same group of volunteers should do both alumni engagement and fundraising
- 23 feel one USF staff member should manage both fundraising and engagement in the regions; 12 disagree

## **V. STAFFING**

- The vast majority feel the staff member in charge of their council is organized and responsive (35 of 38 agree or strongly agree) and is attentive to the needs and suggestions of the RC (34 of 38 agree or strongly agree)
- Respondents stated that staff support is good for the most part
- Cited importance of staff continuity

- 4 of 12 open comments suggested a need for greater staff support

## VI. MEMBERSHIP

- Most (31 of 38) somewhat agree, agree or strongly agree that the RC's have been a good tool for identifying new volunteers
- Many (18 of 38) felt the RC's should be more inclusive and actively search for new members

## VII. GOALS & ACHIEVEMENT

- There was an interesting variety in what the respondents listed as the goals of the RC's:
  - Building a USF presence in their community: 23
  - Fundraising: 22
  - Planning and holding events: 9
  - Identifying volunteers: 6
  - Unclear: 2
  - Building a network for USF: 1
  - Working with prospective/current students from their area: 1
- The responses on effectiveness of the RC's achieving their goals was also varied:
  - Very effective: 2
  - Effective: 7
  - Effective for fundraising: 4
  - Somewhat effective: 12
  - Not very effective: 3
  - Undecided: 3
  - Room for improvement: 7

## VIII. RECOMMENDATIONS

- 34 of 37 felt the RC model is effective and should be continued
- 19 respondents agreed the University should explore alternatives to the RC model; 17 respondents disagreed
- Recommendations for improving the RC's included:
  - Better structure (by-laws, committees, clear goals, mission statement): 12
  - Engaging more volunteers/recruiting more members: 9
  - Unsure/no change at this time: 7
  - Better/more events: 4
  - Resolving geographic issues: 3
  - Eliminate focus on fundraising: 2
  - Staff consistency: 1
  - Better coordination with overall University efforts: 1
  - Focus on school-based engagement initiatives: 1
  - End RC model: 1

## *USF Regional Council Charge*

**MISSION:** The *Regional Councils* will develop a strong USF presence in each region and build affinity for the University by connecting or reconnecting alumni, parents and friends with USF. The Councils will provide opportunities for volunteers, develop an annual slate of events and reach out through their personal and professional networks to advance the University. The Councils will promote alumni and advancement efforts to grow the network of engaged volunteers, advocates and donors.

### I. RESPONSIBILITIES

- Approve two annual goals for The Council. Goals will be tied to specific metrics and measured throughout the year. These goals may be suggested by University staff or Council members and should focus on:
  - Increasing alumni and parent engagement and connectedness
  - Helping the University advance
- Recommend an annual calendar of USF events to attract and involve alumni, parents and friends. One event will be designated the “Annual USF Event” and will be managed by University staff. Fr. Privett will speak and every effort will be made to attract the largest attendance possible.
- Conduct regular business meetings. Agendas may include discussion of annual goals, preparing the recommended annual events calendar, and organizing volunteer assignments.

### II. EXECUTIVE COMMITTEE

The Committee, a group of 5-10 members, will take responsibility for working with the Regional Director to implement the selected goals of the Council, take the lead on planning and executing events and communicate with all Council members.

The Executive Committee will consist of officers, approved by the Council:

#### Chair/Co-Chairs:

- Chair business meetings of the Council;
- Provide linkage to the Alumni Board of Directors and the Trustee Development Committee;
- Nominated by outgoing Chair/Co-Chairs and/or Regional Director and approved by the Council.

#### Secretary:

- Assist in providing the content for regular communications to constituents in the region, especially notices of events;
- Nominated by outgoing Secretary and/or Regional Director and approved by the Council.

#### Event lead(s):

- One or two Council members will volunteer to be Event Leads for each regional event;
- Assist USF staff in planning and executing the event;
- Coordinate Council members to contact alumni and encourage their attendance at the event.

### III. MEMBERSHIP

New members can be nominated by any current Council member or University staff. Nominations are made to the Council Chair/Co-Chairs or Regional Director who must jointly approve all new members.

### IV. MEMBERSHIP TERMS

- Members will serve two year terms beginning on the date of the first meeting they attend;
- Members can serve two terms in a row and then must step off the Council for one year before serving again.
- Council Chair/Co-Chairs and Secretary will serve a term of two years;
- Council Chair/Co-Chairs and Secretary may serve two terms in a row and then must serve one term as a member before serving as Chair/Co-Chair or Secretary again.
- Event leads will serve a term of one year;
- Event leads will volunteer at the meeting in which the annual event calendar is set;
- Event leads can serve four terms in a row, and then must serve a term as a member before serving as an Event lead again.

### V. MEMBER RESPONSIBILITIES

- Assist in the development, planning and execution of an annual slate of USF events;
- Attend and participate in all regular business meetings of the council;
- Attend all regional events when possible;
- Accept volunteer leadership roles in council projects when possible;
- Support the University annually as finances allow. For most, this would be at an appropriate level of the President's Ambassadors;
- Participate as volunteers and/or donors in annual giving and regional fund drives;
- Assist in contacting alumni to encourage them to attend University events;
- Facilitate introductions of University staff to civic leaders, foundations, and key influencers in the region;
- Advise the President and University administration on ways to increase USF visibility and affinity within the region.