Compact for University Relations
FY2003-04

University Relations Mission:
To Build Trust, Understanding, and Pride in the University of Minnesota

A. Introduction

University Relations supports the goals of the University of Minnesota through communications, constituency involvement, and the acquisition of financial resources. The unit works to foster good relationships and create understanding between the University and various audiences, public and private, and among individuals and groups within the institution. We do this by:

• Working with the President and others in central administration to determine the broad messages to be conveyed to internal and external audiences;
• Setting system-wide policies and the broad strategic framework for institutional communications;
• Building University pride through collaborative identity campaigns;
• Communicating with internal and external constituencies in person, by telephone, through more than 500 Web sites, during special events, in the mass media, and through our publications;
• Developing and implementing programs to connect alumni, donors, and friends to the institution and enabling them to serve the University and the University to serve them;
• Advocating for University goals, objectives, and needs to local, state, and federal governments;
• Gathering private gifts that supplement core funding; and
• Communicating external issues and concerns to the University community.

University Relations includes the following units:

• Alumni Relations/University of Minnesota Alumni Association (UMAAA)
• Communication Services
• Government and Community Relations

• Information Services
• Marketing
• News and Public Information
• University of Minnesota Foundation (UMF)

The UMF and UMAA are both University departments and private, non-profit corporations with independent boards of directors. They receive some O&M funding from the University, but the majority of their funding comes from other sources including endowment income, fees charged on gifts received, and alumni membership dues.

B. Update - Major Long-Term Goals/Priorities from Previous Compacts

Capital Campaign

Campaign Minnesota raised $1.66 billion in seven years, surpassing its goal of $1.3 billion. It is the second most-successful capital campaign ever conducted by a public university. Three hundred thirty-eight donors gave $1 million or more. This included 19 who gave $5 million to $10 million and 17 who gave $10 million or more. About half the amount raised, or $683 million, was designated by donors for endowment, surpassing the endowment goal of $540 million.

Scholarship and fellowship funding has tripled as a result of new gifts. Thousands more students are being helped today than before the campaign. One hundred ten new endowed faculty chairs and professorships were created. These are critical for retaining and recruiting top scholars. There are 372 endowed positions at the university today. More than 25 facilities were built, expanded or renovated. New classrooms and laboratories have improved teaching and research. Two campuses have arts quarters, with the Weber Music Hall in Duluth and the Barbara Barker Dance Center and Regis Center for Art in the Twin Cities.

New voluntary support rankings

One of the UMF’s strategic goals has been for the University to rank among the top five U.S. public universities in fund raising. This goal was achieved in the last fiscal year, according to the Council for Aid to Education’s annual survey. The University of Minnesota moved from 6th to 4th among public universities, and from 16th to 14th among all universities. Those rankings were based on gifts and grants received in FY2002 (FY2003 rankings will be available in March, 2004.)
FY2003, the final year of the campaign, $234 million in gifts and pledges were received, the most ever raised in a single year.

**Investment Results**
For FY03 investment returns were 6.8%, above industry standards.

**Cost to raise a dollar**
It is also significant to note that the Foundation’s cost to raise a dollar is 9 cents, significantly lower than the average among research universities.

**Endowment**
The University of Minnesota Foundation’s total assets exceed $1 billion. About half of the funds raised during the campaign, $683 million, were designated by donors to go into the endowment, surpassing the endowment goal of $540 million. The Foundation’s goal of outperforming the investment policy benchmark over the long term has also been achieved during the past 10-year period.

Our goals going forward include maintaining momentum to keep post-campaign giving at campaign levels, cultivating the many new prospects developed during the campaign, and providing excellent donor stewardship and accountability.

**Parent Program Communication**
University Relations provides communication services to the Parent Program, which is part of the Office of Student Affairs. A comprehensive Parent Program assessment was conducted in 2002-03 to determine:
- Parent satisfaction with the services provided through the Parent Program
- Satisfaction among University staff who work with the program
- Value of parents “helpline” information via e-mail and phone

A survey of 500 randomly selected parents on the mailing list in spring 2002 yielded 259 responses. Comparisons were made to similar surveys done in 1995 and 1997. Overall satisfaction with programming and communications was significantly higher than in 1995 and statistically equivalent to 1997 responses. On a four-point scale, the programming rated 3.01 and communications rated 2.96. Parents' feelings of connection to the University have increased significantly since 1997, up from 2.96 to 3.22. The latest survey was the first to include parents of transfer students, and the findings indicate that these parents are less served by and less satisfied with the program. As a result, new initiatives, such as inviting parents of transfer students to a special Transfer Parent Orientation program, have been instituted.

The enhancements envisioned for the Parent Program have all been implemented and the recent survey indicates that we are moving in the right direction and that parent satisfaction has increased. Therefore, this initiative is considered complete.

**UMAA Career Services Program**
The UMAA is serving alumni by offering comprehensive career planning services to alumni and students. New programs and services have been developed, and existing ones leveraged to provide services that are value-added, accessible, and timely.

**Accomplishments in FY03**
- Finalized and signed a strategic partnership with the College of Continuing Education (CCE) that provides discounts on CCE courses to UMAA members, new programs such as Great Conversations on the Road, and leverages services of the U of M Career and Lifework Center located in the office of the UMAA
- Held the Etiquette and Image and Networking Necessities events as a series – combined attendance exceeded 600
- Sponsored the second annual Senior Sendoff to recognize graduates as part of GradFest activities
- Matched 1500 student-alumni pairs in one-on-one mentor relationships in collaboration with collegiate units and held the 2nd annual Mentor Thank You event on April 15 for more than 500 attendees.
- The first-ever U of M Alumni Employment Expo was held April 23 in McNamara Alumni Center. This all-school job fair (another first) was aimed at recent alumni, graduating students, and other alumni who are job-seekers or in a career transition. Attendance far exceeded expectations, with nearly 2,500 people participating.
- Data collection for a U of M Alumni Directory and the Career Networking Directory was conducted with the following results
  - More than 50,000 alumni addresses (formerly unknown or incorrect) were found
  - 9,706 email addresses found and/or updated
More than 5,200 alumni volunteered to participate in career networking directory during first round of data collection, and more are expected as data collection continues. In collaboration with University of Minnesota Foundation, additional demographic data collected to build alumni profiles in career networking database and alumni directory.

Plans for FY04 (In addition to above and other on-going activities)

- The UMAA has developed a Career Networking Directory that allows alumni to connect via the internet with other alumni for the purpose of seeking or offering career information and advice. The printed directory and CD version were distributed in December, 2003, and an online version will be completed in spring, 2004.

See measurement methods for these activities in the Summary of outcome and evaluation measures section below. This initiative will continue to develop, and is now part of our ongoing program of activities.

Portable Welcome Center

The Portable Welcome Center, or Gopher Wagon, is complete and operational. The colorful trailer features maroon and gold awnings and large depictions of Goldy that attract visitors to its vending windows and interior display spaces. During the first year of operation University Relations limited its use to larger University events as we experimented with venues, operations, staffing, scheduling, and marketing. It has been used to distribute posters to students at residence halls and pom-poms to parents during Homecoming, for example, and was used to solicit new members for our Alumni Legislative Network. Beginning in FY04 we will include an academic focus and are working with the College of Education and Human Development to develop a program of displays and presentations for off-campus use around the theme of children, youth, and families. University Relations will provide funding for ongoing staffing, marketing, and maintenance costs, and users will share other costs.

See measurement methods for this initiative in the Summary of outcome and evaluation measures section below. This initiative will continue to develop, and is now part of our ongoing program of activities.

Positioning Initiative

Polling and other research suggests that the University is not making maximum use of its comparative advantages as the premier institution of higher education in the region; the Minnesota public thinks we are "really big and pretty good." The same research differentiates the University from other higher education institutions by the following characteristics:

1. Urban location;
2. Comprehensive offerings;
3. Community connections;
4. Real world education.

After gathering input from hundreds of stakeholders including key deans and faculty, senior administrators, prospective and current students, parents, high school guidance counselors, alumni and donors, and legislators and opinion leaders, we developed and tested a positioning statement for the Twin Cities campus that differentiates the University from its local and national competition; highlights our “personality;” focuses on our strengths; and is recognized, understood, respected, and believed by our target audiences. The positioning statement is as follows: “Only the U offers comprehensive educational and research programs with vital community connections designed for highly motivated students seeking preparation for the real world.” The goals of the campaign are to enhance the U’s reputation, allowing for greater resource acquisition, and to build pride about the University, both internally and externally.

Based upon this positioning statement and additional focus group research we are using two themes in our advertising campaign: Big Time (as in big-time medicine, big-time research, etc.) and Only At The U.

The creative for the campaign, as well as the roll-out plan, is being directed by a brand strategy group, led by University Relations and including representatives from Admissions, Athletics, the UMAA, the UMF, the Carlson School, the College of Continuing Education, the Academic Health Center and School of Public Health, the College of Human Ecology, and the Graduate School. The campaign will, over time, include media relations, publications, web sites, special events, and other communications activities from across the institution.

The first print ads of this campaign ran in the January/February 2004 issue of Minnesota and in the Sun Bowl game programs. We also aired a new television PSA during the Sun Bowl that is being shown during other televised sporting events and can be used for fundraising, recruiting,
orientation, etc. Additional print ads will debut in February in Minnesota Monthly. The big-time theme will be incorporated into signage, billboards, and other promotional materials in University athletic facilities in 2004.

The College of Continuing Education, the College of Human Ecology, the Office of Research, the School of Public Health, Athletics, the UMF, and the UMAA will also begin incorporating the theme in marketing materials this year.

University Relations has set aside $125,000 in FY04 to place print and radio ads, which is quite modest given the cost of advertising. We have received approval from the Budget Office to augment these funds by transferring $40,000 remaining in our Construction Communication budget for use in this advertising campaign.

Enhanced Web and Electronic Communications
The Web Integration Group (WIG), established during FY02 to provide leadership for the development of major institutional Web initiatives, has been reconfigured in light of changes made in the administrative approach to the Portal project. While work on integrating the Portal with other high-level Web sites, including the University homepage and One Stop will remain within WIG’s purview, the group will primarily work to:

1. Identify and address overarching policy issues in relation to electronic communications and Web development;
2. Ensure that Web and online initiatives are integrated and meeting institutional needs and priorities;
3. Function as a "touch-base" for administrators concerning Web and online initiatives and help them better communicate to the University at large about these solutions including One Stop, myU, the U of M homepage, the Events Calendar, Experts at Minnesota, Portfolio, UMN-News, etc; and
4. Provide a structure for administrators within the technical, academic, outreach, and communications fields to discuss ongoing developments within Web and electronic communications fields.

University Relations’ primary focus within WIG’s broad charge is to utilize electronic and Web-based communications to deliver the University’s messages, promote its people and accomplishments, and maximize the effectiveness of the University’s Web sites and services. We believe that revising the overall look and functionality of our Web sites—including secondary pages and collegiate-level home pages—will allow us to develop stronger, deeper relationships with both internal and external users; to build on the U’s service culture, allowing users to find the information and services they need; and to increase design continuity and visual identity, which will make the user experience more satisfying.

Most notably, University Relations has taken a leadership role in the development and implementation of web templates now in use by over 200 units, departments, and colleges throughout the University. While these templates provide for flexibility in design, University Relations has focused on the importance of a positive navigation and brand experience for the more than 1.3 million visitors to our sites each month. A clearinghouse providing information about this initiative, including units currently using the templates, those in the process of implementing, and a posting area for developers to share ideas and seek advice is located at http://www.webdepot.umn.edu.

In addition to the template initiative, University Relations has taken leadership in the area of best practices in web development and electronic communications, providing consulting, project management, and information architecture services (i.e., an approach to web development that focuses on content organization, user-centered design, and navigational conventions, among other concerns) to units throughout the University. University Relations continues to work with groups as diverse as the School of Public Health; the Duluth, Morris, and Rochester campuses; the Carlson School of Management; Extension Service; and the Executive Vice President and Provost. This work allows us to affect greater change across the University in terms of a general move to more usable, more strategic, and more effective web efforts.

University Relations is also making significant changes to the vehicles we use to communicate with University faculty and staff. We are moving toward a model of providing more information via e-mail and the Web and reducing printed publications. This new model reflects the changing readership patterns of our audience, allows for greater integration and less duplication of content, and provides financial savings. We eliminated Kiosk and moved Brief to a weekly e-mail product with a monthly e-mail supplement that provides some of the columns and administrative information previously included in Kiosk. Readers will be able to link to additional information about these and other topics through a comprehensive new interactive Web site,
umn.news. The site, to be launched in March, will include news and features from colleges and departments in addition to University Relations content. It will be searchable, include a publications archive, and direct users to related topics or to web exclusive content.

All faculty and staff also now receive our quarterly alumni tabloid, M, and are able to subscribe to our bi-weekly e-newsletter, eNews. These publications give internal audiences valuable information about faculty research and University contributions to the larger community, and allow internal audiences to know what we are sharing with our alumni/donor constituents.

In addition to these areas of leadership, University Relations has worked on and is developing the following:

- “Experts at Minnesota,” a comprehensive expertise database and Web site—developed in conjunction with Sponsored Projects Administration and utilizing data currently housed in the Electronic Grants Management System (EGMS)—for both internal and external University constituencies.
- A new Commencement web site, utilizing technology first developed for the Events Web site, that allows individual colleges to update their information locally while providing users with one, centralized clearinghouse for commencement information.
- A redesigned Legislative Network Web site that enhances our ability to communicate with network members through improved user-interface and data management. In addition, the site now features online petition functionality to engage our constituents in a variety of important, breaking issues.
- In partnership with Enrolled Student Services, a plan for better aligning One Stop and the University of Minnesota homepage that will significantly improve the user experience for faculty, students, and staff through the reduction in duplication of content, clearly differentiated goal statements for each site, and clearer, more intuitive navigational options.
- Development of the Graduation planner degree program database and Electronic Course Authorization System (ECAS)—in coordination with the coordinate campuses, Twin Cities undergraduate colleges, the provost's office, and Web Development. The two initiatives will result in an online clearinghouse for degree program and course information that can be used interactively by students and advisers to plan paths toward graduation by capturing all degree program and course information for undergraduate programs on all campuses. The new systems are scheduled to go online in June 2004.

Moving forward, University Relations will focus efforts in several key areas:

- Continued leadership of the Web Integration Group as addressed above. In the next fiscal year, the WIG will address policies and procedures surrounding issues including the effective use of mass e-mail, online privacy, Content Management Systems, continued development and roll-out of the template initiative, and ongoing examinations of accessibility of information technology.
- Ongoing leadership in the areas of web development with particular attention paid to web standards, branding and marketing, syndication, wireless technologies, editorial guidelines, measurement, increased efficiency of development, and cost savings realized through the assessment of best practices, the increased use of content in a variety of mediums, and the development of tools to reduce duplication of cost and effort.

While funding requests for the Portal have moved to the EVPP’s office, University Relations continues to manage an intuitional subscription to Nielson/NetRatings, a domain-wide measurement service the provides valuable information about internet traffic including time spent online, visits per month, and demographic breakdowns of our online visitors. Funding for this service will continue to help University Relations analyze trends in online usage.

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**Economic and Community Impact of University Activity**

The University of Minnesota is often referred to as the “economic engine” of Minnesota. We also take significant pride in the impact of the outreach activities of the University. Currently, we cannot easily articulate what either
of these means in real terms. Therefore, we are engaged in a number of activities to help us better understand and communicate about the economic impact of the University. We are planning to conduct an analysis of institutional economic impact. We have begun and will continue to gather data about University impact on target communities in specific academic areas. We have also begun to collaborate with other institutional leaders in both Minneapolis and St. Paul to further examine ways in which the University can contribute to urban economic growth.

To illustrate our broad impact on a specific community we conducted a study of University engagement within the City of Minneapolis. We compiled an inventory of selected University outreach and community engagement programs around children, youth, and family issues in Minneapolis, and are preparing a printed piece that can be shared with a variety of audiences. Through this inventory we will be able to provide concrete examples of the University’s impact in a key community in the important area of education, health and welfare of youth. We are planning to conduct a similar, targeted data gathering effort in FY04 focused on the University’s contributions and community involvement in preserving water resources throughout the state.

We had planned to conduct a study during FY03 on the economic impact of the University of Minnesota, Twin Cities on the metropolitan area. Such reports are becoming increasingly common amongst our peers, and they provide a wealth of data that helps make the case for public investment, research funding, and private giving. Wisconsin conducts such a study periodically, and now the Capitol City Partnership has sponsored an analysis that includes the higher education institutions located in St. Paul, including our St. Paul campus. Due to funding constraints and other, higher priority projects we did not conduct the study this year. We did, however, purchase software that allowed a Humphrey Institute graduate student to analyze this type of data in a capstone course on the University and the community. The results of this study may inform our future work on this project. In the coming months we will work with the Provost’s Office, the office of the V.P. for Research, and others to conduct a broader economic impact assessment during FY04. This process will include consultation with University faculty and staff who have expertise in regional economic growth.

Finally, we will continue our participation with the CEOs for Cities program. CEOs for Cities is “a national, bipartisan alliance of mayors, corporate executives, university presidents, and other nonprofit leaders. Its mission is to help cities achieve and sustain vital communities.” The mayors of both cities, CEO’s of significant Minnesota corporations and business organizations and the leaders of major Minnesota foundations are involved in this effort. The interaction with others in this group provides us with a very useful framework from which to conduct our own analysis of University activity and it puts us at a national table for critical discussions on the economic vitality of America's cities.

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*Funded by the Office of the President

Diversity
We continue to strive to attract a more diverse workforce to University Relations. We have a reasonable, though not optimal, number of staff from underrepresented groups. University Relations employs 20 full-time and three part-time staff of color. However, as yet we have not been successful in attracting diverse candidates to our more senior positions. We are taking steps to provide development and advancement opportunities for staff of color. For example, one of our staff of color was promoted to a departmental management position and is participating this year in the Emerging Leaders program. In addition, we continue to experiment with internships, student opportunities, and other ways to attract young professionals to our field.

We also worked with Human Resources this past year to develop a set of core values for our organization. One of the core values is a “Respectful and Inclusive Environment,” which we define as embracing different cultures, personalities, work styles, and ideas.

C. New Long-Term Goals/Priorities

Federal Relations Agenda
The University's federal funding is as critical as the allocation it receives from the state. For every dollar of state funding, the University secures nearly a dollar in federal funding. Federal funding helps the University attract top graduate students, engage in ground breaking research, develop new technologies, devices and knowledge, and reach out to share that knowledge with the citizens of Minnesota.

University Relations plays a key role in advancing the university's research, outreach and teaching missions by helping secure additional federal financial support and promoting a favorable legislative and regulatory environment. We do this by communicating directly with federal officials and staff to build broad understanding and active support for the University's federal agenda and activities. We also assist deans, faculty members, and administrators as they pursue sponsored research funding.

University Relations will work with the Academic Health Center, collegiate units, and others to enhance the University’s reputation among the Minnesota congressional delegation, key federal policy makers, and national higher education organizations. We will also communicate more broadly within Minnesota about the importance of federal funding to the University and the state. We will increase the University’s visibility and credibility as a resource and premier research institution by working more closely with national media, participating in more national higher education initiatives, and developing communication mechanisms and messages about our federal agenda for statewide audiences. During the next year we will develop a federal agenda with a minimum of three initial priorities, to be expanded upon the following year.

To achieve these goals University Relations is adding a second federal relations position in spring, 2004. Funding for this position and related travel and lodging costs will be provided by central administration. University Relations will provide support staff and fund associated office expenses.

University Budget Communications

University Relations routinely communicates with internal and external constituents about the University’s budget and the process for making budget decisions. This task has taken on greater significance as the institution faces the largest state funding reduction in its history. We must demonstrate accountability by sharing information about the context and background of the current situation and the principles by which difficult decisions are made.

We must mobilize supporters to advocate for the University without sounding as though the University’s decline is imminent. As we implement budget decisions we must focus on the positive while still reminding our funding partners that future allocations need to restore lost ground.

With assistance from the President’s and Provost’s offices, Budget and Finance, the AHC, chancellors, and collegiate deans University Relations has prepared communication materials about the impact the FY03 and FY04 budget cuts are having on the institution.

University Relations will make it a high priority to work with other members of the administration to draft and implement a strategic budget communications plan for the next year that builds upon the new activities introduced during the last legislative session. For example, in the fall we will resume the weekly internal e-mail begun in January that helps keep University leaders informed about legislative and budget matters. We will expand the blast voice mail service we used for the first time this May to send messages from the President and explore additional new communication technologies.

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D. Enrollment Management

N/A

E. Facilities Issues

N/A

F. Financial Issues

Impact of FY03 and 04 Budget Cuts
This Compact proposal will allow us to preserve our core activities in support of the University’s mission and reallocate to invest in high priority initiatives such as positioning, budget-related communications, and Web development. As a result of the FY03 unallotment and FY04 budget reductions we have made adjustments in expenditures in areas such as travel, professional development, food and entertainment, and publications. We have been able to reduce quantities of student-related publications as more students use on-line versions, for example. We are also redesigning our internal communication vehicles to make greater use of electronic resources and reduce printing and distribution costs associated with traditional publications. We have reduced the size of our event planning staff by focusing on high-impact, institutional events and providing tools to other campus event planners to help them organize collegiate and departmental activities. We have eliminated one management position through restructuring and will achieve additional savings at the end of FY04 as a result of several retirements.

Information Services and ISO Funding
Information Services was reassigned from the Office of Information Technology (OIT) to University Relations in FY00 because providing general University information and connecting callers with University resources is more closely related to the mission of our unit than it is to that of OIT. However, Information Services funding continues to come from Networking and Telecommunications ISO income through internal phone service billing. This arrangement is not optimal for management effectiveness. University Relations is responsible for delivering adequate funding so Information Services can provide high quality service to the University community and the general public, but is not involved in the process of setting rates for the ISO that generates the funding. We suggest exploring alternate allocation models, including using O & M dollars to fund this operation.

UMF, UMAA Funding from Endowment Basis Points
Four percent of the UMAA’s and five percent of the UMF’s total budgets for FY04 come from basis points charged on selected University endowments. These funds support essential fundraising and alumni relations activities, and have become increasingly important in light of steady declines in University O&M funding to these units over the past thirteen years. Revenues from the endowment fund have declined, and Board of Regents authorization for this program expires in FY06. Therefore, we suggest exploring alternate funding strategies.

G. Compact Development
This compact was developed with input from all directors in University Relations. The directors, in turn, solicited ideas from their staff.

H. Data Profile
Summary of Outcome and Evaluation Measures
University Relations continues to track the following outcome and evaluation measures of effectiveness, efficiency, and satisfaction:

- Count story placements in local and national media about our federal agenda to establish a baseline (goal for the year is to pitch four-to-six stories to the Washington bureau of the StarTribune and Pioneer Press).
- Track progress made toward fundraising goals, gifts received to date, alumni giving, and investment results. See Capital Campaign section above.
- Track membership numbers for Legislative Network (increase from 3,750 in FY02 to 4,000 in FY03).
- Count events hosted by the UMAA (368 events in FY03 compared to 225 in FY02, with total event attendance estimated at 40,000, up from 33,600 in FY02).
- Count attendance of alumni at the annual Legislative Briefing (over 400 in attendance in both FY02 and FY03).
- Count telephone contacts made by legislative grass roots calling volunteers (175 volunteers made 4,682 calls this session; 2,309 reached the caller directly, while 2,335 resulted in messages left for alumni or supporters; more than 1,700 of those reached promised to contact legislators).
- Count presentations made to community groups to assess community interaction. (More than two dozen presentations to community organizations have been made in FY03; these presentations and our quarterly newsletter reach an estimated 1,200 constituents).
- Count average daily traffic to U of M homepage (110,000/day, up from 44,000 in FY02).
- Count monthly traffic to umn.edu domain (average of more than
1,300,000 monthly unique visitors in FY03).
- Count growth in number of registered users on myU (currently 15,000 registered users).

To measure the effectiveness of University Relations’ Web and electronic communications initiatives, we have adopted several key methods and best practices to gauge user satisfaction, usage rates, adherence to Web standards, and ease of use. In addition to what follows, we will assess the effectiveness of our homepage through quarterly user surveys.

We have adopted a comprehensive development process for our Web and electronic communications initiatives that includes the use of standard information architecture practices including focus groups, usability testing, etc. Consequently, testing and measurement occurs throughout the development process and focuses on user and institutional needs at the same time ensuring standardization and compliance with University policies and Web best practices. In addition, we continue testing (with users as well as on a variety of platforms and operating systems) after sites have been launched to ensure they continue to meet user needs and remain interoperable. We have added a variety of steps to our development process to ensure the latter, including the standardized use of the World Wide Web Consortiums’ (W3C.org) validation tools for both HTML and XHTML based Web pages, testing accessibility compliance, standardized coding, and interoperability.

In addition to these tools and practices, we continue to utilize Nielsen//NetRatings, the industry standard in measuring Web traffic, demographic information of users, etc. Nielsen not only provides insight into our own pages and trends in usage but allows us to do competitive analysis across the public and private sectors. White papers provided through the application keep us informed about industry trends as well.

Finally, University Relations staffs the top-level Web feedback resource that receives roughly 60 emails a day from visitors. We track and analyze the types of emails received and address issues that arise as visitors encounter problems during their Web experience. This is invaluable to us as we continue developing and refining the University of Minnesota’s Web site.

I. Report Summary and Allocation Summary

- No specific reports relating to compact initiatives are required
- No compact allocations for FY04