





2023-2024 Strategic Goals: Golden Eagle Pride/Relationships and Engagement

| GOAL AREA |  Sports |  Community |  Regional Presence |  Campus Engagement |
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| OBJECTIVES | Increased attendance at sports events | Build stronger community relationships -- Enhance the appeal of Crookston to students as a place to spend 4 years | Awareness and appreciation of our campus within our region as a valuable educational, cultural, and economic resources for the greater good | Create an environment for students, faculty and staff to fully commit to institutional goals and realize personal and professional fulfillment |
| HIGHLIGHTED STRATEGIES AND ACTIVITIES | Promotion of the events and getting the information out early in the week | Publicizing promotions and special events | Conduct activities in Grand Forks and promote awareness at the Airport, and Amtrak Station | Have a signature place for Golden Eagle photos—(there is no iconic place that people have photos taken in front of, etc that is the center of Golden Eagle Pride) |
| | Working with community partners to have designated games for businesses and center the promotions of those games around the community partner | Have student-athletes read and help with gym classes in elementary schools and possibly expand to high schools and middle schools. | Many students, the business community and non profits appreciate our "ready to work" graduates. | This can be done through radio shows, radio advertisements, posters created weekly, and Weekly Update announcements |
| | Alumni game -- promote these early on and find a time that makes sense for each team. and around the alumni events, we need to have socials, games, and contests | Increase print, broadcast, digital and social media presence | Expand our reach to surrounding communities via business partnerships, joint grants, and educational activities | Working with campus groups to have special dates tailored toward programs, clubs, and residence halls |
| | Consistent improvement in winning records among all teams | Continued participation by UMC personnel in Community events such as Ox Cart Days | A key demographic that we need to cater our message to is high school students or younger generations. Social media is a communication mode younger people are likely to use | Increase digital presence with our "Golden Eagle Insider" podcast |
| | Other Considerations -- The | | Distribute yard signs, | A way to track our success |

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| | <p>addition of club hockey is expected to increase attendance beyond the stated goals</p> | | <p>eBillboards - launched message "I am Crookston" Crookston, Fargo/Moorhead, East Grand Forks/Grand Forks and Detroit Lakes, and Alumni Profiles</p> | <p>would be to continue to meet as a "Golden Eagle Pride" group, whether that is monthly or quarterly and follow up on how key players on campus think we are doing in creating a campus community and in what ways we can continue to improve these initiatives</p> |
| <p>METRICS</p> | <p>Since 2012 attendance at Men's and Women's Basketball, Volleyball, Soccer, Baseball, and Softball have averaged 1,669 per year with a trend line increase of 115.</p> <p>Three goals:</p> <ul style="list-style-type: none"> ● 5% increase = 121 ● 10% increase = 127 ● 15% increase = 132 | <p>The 15 months prior to the Covid 19 shutdown saw 26 planned events with 4 four canceled. There were 2,708 participants with a capacity of 4,454 (a yield of 60.55%)</p> <p>Five goals:</p> <ul style="list-style-type: none"> ● Decrease the number of events planned, and the number of events cancelled to increase the participation yield and revenue stream. <p><i>At this time establishing actual numbers is dependent on a return to a Covid 19 free environment</i></p> | <p>Social Media data was collected for the 2019-2020 school year over five platforms/categories. They are Instagram, Facebook Followers, Facebook likes, and LinkedIn.</p> <p>In total there were more than 700,000 posts with a steady linear monthly increase on all platforms of almost 5.5 posts yielding an annual increase of 8.42%.</p> <p>Two Goals:</p> <ul style="list-style-type: none"> ● Maintain or increase the trend of 6 additional posts per month. ● Maintain or increase the trend of 8.7% annual increase | <p>A direct way to assess "Golden Eagle Pride" is a question asked in the University of Minnesota Crookston E2 survey:</p> <ul style="list-style-type: none"> ● "I feel proud to work at my campus of the University of Minnesota." ● Faculty agreement from the 2017 survey to 2019 increased from 71% to 82%. ● Staff agreement from the 2017 survey to 2019 increased from 80% to 87%. <p>A Goal:</p> <ul style="list-style-type: none"> ● Maintain or improve these results |
| | | | <p>Three goals:</p> <ul style="list-style-type: none"> ● Secure \$1 million in new grant funding focusing on the convergence of rural development and engaged scholarship over the next twelve months. ● Support the recruitment of 100 new rural students | <p>In 2016 on campus students responded to the National Student Survey of Engagement. One question asked was: Attending campus activities and events (performing arts, athletic events, etc.).</p> <ul style="list-style-type: none"> ● Half of our students did so compared to 60% |

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| | | | <p>through enhanced rural development thought-leadership with regional development organizations and non-profit partners.</p> <ul style="list-style-type: none"> • Attract 20 new veteran students through the establishment of a rural veteran's business accelerator program. | <p>similar schools.</p> <p>A Goal:</p> <ul style="list-style-type: none"> • Meet or exceed this benchmark |
| <p>ACCOUNTABLE</p> | | | <p>The Veden Center will commit to hosting monthly meetings comprised of campus and community people to develop action items to support these strategies and goals.</p> | |