





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

Adopted Summer 2020

GOAL AREA	 Sports	 Community	 Regional Presence	 Campus Engagement
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

	<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%

			<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>	