



ALUMNI REPORT

PRESENTED ON BEHALF OF HU ALUMNI

BY

DR. PATRICIA LARKINS HICKS, '71
NHAA, INC. PRESIDENT

APRIL 20, 2010

POSSIBILITIES UNLIMITED





PRESIDENT'S OVERVIEW



2008-2010 Term

It has been a joy to serve my fellow Alumni over the past two years in support of our beloved alma mater. My tenure began with a singular request of Alumni to embrace a basic belief “**Possibilities Unlimited.**” Recognizing that values drive behaviors, this request was a call for change: *change in attitude, change in focus, and change in action.* The call for change was linked to a Vision of a premier NHAA, Inc. As such, leaders and members were asked to adopt a positive mindset, seek innovative solutions, and focus on organizational outcomes. Leaders were asked to lead by example. Outcomes focused work plans were developed and adopted by the NHAA, Inc. Board of Directors. These plans served as the organization’s roadmap. Energy, effort and resources were directed in the following five key areas.

- **Developing leaders-** *the catalyst that inspires and ignites participation*
- **Building infrastructure-** *the engine that drives performance*
- **Galvanizing alumni-** *the force that brings about results*
- **Leveraging relationships-** *the collaboration that enhances productivity*

This proved to be a **unique time period** in that soon after my tenure began the Country’s *worst economic crisis since the Great Depression* impacted both the Alumni and our “Home by the Sea.” Being a *good steward of our resources* became paramount during this period of uncertainty. Connectivity had to occur via different vehicles. Despite the decline in employment and uncertainty about the future in the midst of transformational change, Alumni continued to be supportive and the agreed upon outcomes were achieved.

I want to personally express my gratitude and appreciation to the **NHAA, Inc. Board of Directors** who *forged ahead in spite of barriers and challenges* to give their best because of a love for Hampton University. Because of their dedication and commitment, the legacy continues. ***Together, we can acclaim, “Yes, we did!”***

In the Hampton Spirit,

A handwritten signature in cursive script that reads "Patricia Larkins Hicks".

Patricia Larkins Hicks, Ph.D. '71
NHAA, Inc. President



PRESIDENT'S OVERVIEW



2008-2010 Accomplishments

Goals achieved in support of the University

- ❖ Completed NHAA, Inc. Cafeteria Pledge of \$100,000
- ❖ Raised in excess of \$75,000 in support of the Tom Joyner Chapter Challenge
- ❖ Raised \$1.4 mil
- ❖ Awarded 7 new NHAA, Inc. Endowed Scholarships
- ❖ Funded a total of 12 NHAA, Inc. Endowed Scholars
- ❖ Hosted on-site admissions in all 7 Regions supporting student recruitment

Goals achieved in support of the NHAA, Inc.

LEADERSHIP DEVELOPMENT (new knowledge & skills)

- ❖ Conducted Leadership Retreat (in partnership with Office of Development)
- ❖ Launched Leading with a Purpose Product Line (web-based training modules)

BUILDING INFRASTRUCTURE (tools, templates, and processes to enhance performance)

- ❖ Developed outcomes-driven Work Plans (created organizational outcomes focus)
- ❖ Created Officer, Board Members, and Chapter Report Templates (established consistent reporting format)
- ❖ Established Protocol Standards for National & Regional Meetings (created a professional order for the conduct of meetings)
- ❖ Developed NHAA, Inc. brochure (created a marketing collateral to inform Alumni of Association's mission and work)
- ❖ Updated Care and Feeding Manual (provided documented standard operating procedures) *to be presented at Plenary Session*
- ❖ Developed Strategic Plan (provided direction for the future and created a blue print for organizational alignment) *to be presented at Plenary Session*



2008-2010 Accomplishments

EXPANDED OPPORTUNITIES TO COMMUNICATE, INCREASE AWARENESS & SOLICIT FEEDBACK (utilization of technology to inform, listen, and engage)

- ❖ Launched www.nhaainc.org (enhanced Alumni's access to Association work)
- ❖ Disseminated Electronic newsletters (increased frequency of communication)
- ❖ Distributed Video and Audio messages (communicated in diverse modalities)
- ❖ Hosted live President Chats via web broadcasts (increased access to verbal updates)
- ❖ Teleconferencing (increased frequency of meetings and number of participants)
- ❖ Presence on Facebook, Twitter, Linked In (increased contact with alumni, especially younger Alumni and increased awareness of Association)
- ❖ Correspondence via Constant Contact and www.callingpost.com (increased frequency of contact with alumni and consistent messaging)
- ❖ On-line surveys using www.surveymonkey.com (increased timely solicitation of feedback from Alumni)

ALUMNI ENGAGEMENT (providing activities for alumni participation)

- ❖ 8th Biennial Convention (provided opportunity for Alumni to connect with NHAA, Inc.)
- ❖ Launched first "Global Day of Service" (Alumni participated in local community service activities)
- ❖ Regional Conferences and Chapter Events (hosted meetings, social activities, and fundraising events that engaged Alumni)
- ❖ Conversations with Young Alumni [Classes 1995-2009] (gathered feedback from young Alumni to understand interests and best methods to increase involvement)

CONNECTING WITH STUDENTS (developing future Alumni)

- ❖ Provided gifts to Freshmen (provided introductory contact with NHAA, Inc.)
- ❖ Proposed Onyx Affiliate Group (connected Onyx Alumni with current Onyx Class)
- ❖ Meeting with Student Leaders (connected student leaders with NHAA, Inc. leaders)
- ❖ Developed "Top 10 Expectations of Alumni" card and distributed to 2009 Class



RECOMMENDATIONS



As President of the Association and an experienced professional organizational development consultant, I have identified the following five key issues impacting organizational success. Each issue is identified below and a recommendation is presented for consideration by the next administration and University.

- #1 Alumni involvement is declining.** The Far West Region has been unable to organize a leadership team. Leadership has not been in place in this Region for 10 years. The North Atlantic, Middle Atlantic, and South East Regions all have had difficulty filling leadership positions at the Regional level. Similarly, Chapters across all Regions are reporting difficulty filling leadership positions at the local level. The National Association had difficulty filling four officer positions for 2010-2012 resulting in nominations for these positions by the Board of Directors. As a result, the same people are in multiple positions throughout the organization which ultimately leads to burn out. This has been the situation in many instances for years resulting in Chapter Presidents stepping down because they have held the position for 10 or more years. The lack of members also has resulted in some instances filling positions with individuals who do not have the knowledge and/or skill set to fulfill the duties and responsibilities of the position. Attendance to Association meetings and events is well below a representative sample of alumni. This too is not a recent occurrence. It has been a consistent downward trend over the past ten years.

RECOMMENDATION

The NHAA, Inc. and Hampton University consider partnering in conducting an Alumni Survey that is disseminated to all Alumni for the purpose of understanding alumni issues, needs, and interests as it pertains to lack of involvement, participation and overall support of the University and Association.

- #2 The economic crisis continues to have an adverse impact on HU alumni.** Alumni continue to lose their jobs, see a decline in their revenue and investments, and are reconsidering their retirement plans.

RECOMMENDATION

The NHAA, Inc. and Hampton University explore ways to seize this opportunity to connect alumni with potential employment opportunities, financial planning resources, and Alumni networks.



RECOMMENDATIONS



- #3 **Communication with Alumni is inconsistent and primarily occurs when there is a request for financial support.** A part of feeling connected is tied to receiving consistent and timely communication that keeps you informed and seeks your input. People feel valued when there is two-way communication that involves both sending and receiving messages versus one-way communication that involves only sending messages. When communication to Alumni is primarily directed toward asking for financial support it results in some Alumni feeling valued only for their financial resources.

RECOMMENDATION

The NHAA, Inc. and Hampton University build upon the new expanded communication vehicles utilized by both NHAA, Inc. and HU to communicate more frequently with its Alumni to keep them informed, understand their interests and needs, engage them in sharing and connecting with each other, and solicit their input and feedback.

- #4 **NHAA, Inc. does not have an adequate infrastructure.** Without the tools, resources, and defined processes, the organization has limited capacity and subsequently is unable to be efficient, responsive, and effective.

RECOMMENDATION

The NHAA, Inc. and Hampton University engage in a joint assessment of the organization's infrastructure to determine how best to build one that will facilitate the NHAA, Inc. achieving its mission.

- #5 **The University's processes (e.g., travel, budget updates, reimbursement for expenses, purchase order processing, alumni giving reports, student recruitment) that NHAA, Inc. is expected to adhere lead to organizational inefficiency, ineffectiveness, and higher costs.** These processes do not take into account volunteer logistics nor the impact on volunteer time and productivity.

RECOMMENDATION

The NHAA, Inc. and Hampton University engage in a joint assessment of University processes to determine their impact on volunteer time, productivity, and financial cost to both NHAA, Inc. and Hampton University.

LOOKING AHEAD

As my tenure comes to an end, I look with anticipation to the future as Ms. Joan M. Wickham and her leadership team take the helm of the NHAA, Inc. and continue to build upon the Hampton legacy!