Program Summary

Task Force: The goals listed were very ambitious and we felt that many of the action items could have in fact served as their own goals. The completion of even just a few of these items would be very beneficial to IPFW. Knowing that not everything can be accomplished with the time and resources available, we recommend that your unit strive to identify the high impact areas and limit efforts to just those goals/actions. Thank you for the time spent providing your vision of what Alumni Relations plans to accomplish.

Criterion: #1: Mission - How does your unit support the mission of the university? This may include your mission and vision statements. (no more than 200 words)

Question: Mission - How does your unit support the mission of the university? This may include your mission and vision statements. (no more than 200 words)

Alumni Relations helps the university meet its mission by creating an ever-growing population of engaged and enthusiastic alumni who are willing to give back to the institution with their time, talent or treasure.

Our values further the mission by fostering tradition and pride in the institution which leverages sustainable funding opportunities for the future by encouraging and empowering alumni and friends to give. As such, the Alumni Relations department also strives to advocate and honor the institution and build and sustain the university brand as an organization that values its alumni and their successes in our community and around the country.

Office of Advancement

MISSION

To secure philanthropic support and promote IPFW's mission

VISION

To put meaning at the center of our community, one interaction at a time

VALUES

To embody tradition and pride; nurture, advocate, and honor

Criterion: #2: Accomplishments - Please list significant accomplishments from the last three years as they align with Plan 2020 goals

Question: I. Foster Student Success - Please list significant accomplishments from the last three years as they align with Plan 2020 goal area I: Foster student success.
1. Provided real-world experience and training to various student groups and departments that increased their visibility and marketable skills for future employment. Provided opportunities for leadership development and networking opportunities with various community and business leaders with student attendance and participation at these events.

2. Created a student alumni organization called Students Today Alumni Tomorrow (STAT) that fosters leadership, encourages graduation, and teaches career readiness and networking skills to students.

3. Worked with Development office to solicit and secure funding for the state-of-the-art alumni facility for use by the university as well as rental space for the community.

4. Fully endowed a $25,000 alumni student scholarship with the funds raised through the IPFW License Plate program to help aid and attract students to IPFW.

5. Partnered with Career Services to work with area employers who hire IPFW alumni to increase internship and employment opportunities for our students.

6. Created a work-study program to allow students to aid the Alumni Relations office while providing job experience and skills for their resumes.

7. Hosted and sponsored a Dining Etiquette Dinner to teach students social protocol surrounding business dinners and networking.

**Question:** II. Creation of Knowledge - Please list significant accomplishments from the last three years as they align with Plan 2020 goal area II: Promote the Creation, Integration, and Application of Knowledge.

1. Key staff presented on campus to a diverse student body on themes of leadership and recognition to raise the profile of the office, while sharing valuable knowledge.

2. Collaborated with Alumni Advisory Council for the School of Business to help partner their efforts with those of the Alumni Association and keep them connected to the university as a whole.

3. Held networking events for alumni to meet one another and share experiences to increase engagement and offer valuable opportunities for professional growth.

**Question:** III. Regional Hub - Please list significant accomplishments from the last three years as they align with Plan 2020 goal area III: Serve as a Regional Intellectual, Cultural, and Economic Hub for Global Competitiveness.

1. Created a Think.Buy.IPFW program that promotes IPFW Alumni-owned businesses to the community to raise the profile of the successful IPFW graduates while working to drive local business.

2. Built the Keith E. Busse Steel Dynamics Alumni Center for use by the local community to hold meetings, events, and trainings on our campus. This has increased the campus traffic by thousands of people each year while allowing the community to use a state-of-the-art facility.

3. Created a social media strategy that now promotes open discourse as well as a virtual space for our alumni to connect to one another and our campus.
ALUM Alumni Relations

IV. - Create a Stronger Univ - Please list significant accomplishments from the last three years as they align with Plan 2020 goal area IV: Create a Stronger University through Improving the Support of Stakeholders and the Quality and Efficiency of the Organization.

1. Sought out and fostered strategic relationships with alumni, friends, corporations and foundations to increase support from our stakeholders.
2. Improved collaboration with our parent campuses- Purdue and IU- which creates better utilization of resources and our strategic partnership.
3. Alumni Relations and the IPFW Alumni Association provided funding and assistance to other departments to help hold events such as reunions and homecoming so that they can stay connected with their alumni and stakeholders.
4. Led the charge to increase our license plate program with the Indiana BMV. This program not only provides funding for student scholarships, but it also raises the profile and visibility of the IPFW brand throughout the state.
5. Alumni Relations served as a one-stop-shop for all alumni looking to reconnect and find resources on campus for increased efficiency in communication with IPFW.
6. Communicated the university goals to our alumni for increased transparency with our stakeholders.
7. Through our IPFW Alumni Association Board, we recruited and organized volunteers for campus events and planning initiatives to increase volunteer engagement.

Question: Other Accomplishments - Please list any other significant accomplishments from the last three years that do not align with Plan 2020.

Criterion: #3: Accreditations - Program specific accreditation and status

Question: Accreditations - What program-specific accreditations and status do you have, if any?

N/A

Question: Constraints/Benefits - How do these accreditations constrain or benefit the work of your unit, if applicable?

N/A

Criterion: #4: Laws and Mandates - Federal and state laws or mandates that your unit addresses

Question: Federal and State Laws - What federal and/or state laws or mandates do you address, if any?
Question: Constraints/Benefits - How do these federal and state laws or mandates constrain or benefit the work of your unit?

N/A

Criterion: #5: Inefficiencies - Activities that you spend resources on inefficiently or in ways that do not support the mission.

Question: Inefficient use of resources - On what activities, if any, do you spend resources (money, time, people, etc.) inefficiently or in ways that do not support the mission of your unit or the university? List as many as apply.

The office was spending money on unused cable television for the building.

A significant amount of staff time was being spent seeking out alumni updates to include in the alumni magazine with little impact on engagement.

The office was holding an Ice Cream Social for the community that was not advancing alumni engagement, but was very time consuming for staff.

Criterion: #6: IR and Budget Review - Review of your department profile and budget

Question: Contextualize IR data - Upon review of your IR Department Profile (for academic units) and FY 14-15 Budget information, are there any data you want to correct or contextualize? To view your profile or budget visit the Office of Institutional Effectiveness website: http://www.ipfw.edu/offices/ir/profiles/

N/A

Criterion: #7: Goal One - In this criterion, you will identify your unit goals and tell us how they align to Plan 2020, how they are measured, and what resources you need to meet them.

Task Force:
1. Comment on the specificity of the goal:

Goal is far too broad. Each action item could in itself be a goal. Even some action items could be further narrowed. For example, “Create networking events with each school or college…” could be scaled back to specify a certain number of events or limiting to 2-3 schools or colleges.

2. Comment on the goal's measures:

It would be better to see more counts—increase number of events by 20%, or create x number of affinity groups, or place x number of alumni on campus boards/committees. Grow license plate program by how much?

3. Comment on the unit’s ability to achieve the goal (include a consideration of the departmental profile and budget data):

Everything that’s listed seems very ambitious based on the size of the Alumni department.

4. Comment on the goal's relevance:

action item #2 (create networking events…) is very relevant especially if the focus is on critical employment needs of northeast Indiana.

5. Comment on the timeline of the goal:

There is nothing specific in this timeline. Considering the number of action items listed, it would be hard to stay on track without clear timelines and milestones.

Possible opportunities for collaboration or suggestions for addressing a gap:

Much collaboration is already listed.

**Question:** Unit Goal - What is your unit goal?

Increase engagement of internal & external audiences

**Question:** IPFW Goal - What 2020 goal(s) does this unit goal align with? List as many as apply. If it does not align, you may write “NA” or clarify.
**I.B.1** Increase opportunities for engaged and experiential learning including service learning and internship programs.

**I.D.1** Develop activities and experiences that promote multiculturalism as a value.

**I.E.2** Develop activities and experiences that promote success in student achievement through programs with strong student learning outcomes, high graduation rates, and strong job placement prospects.

**I.E.4** Promote majors and programs with strong job placement opportunities in the region and beyond.

**IV.A.2** Establish an integrated system of program reporting, review, assessment and accreditation that is aligned to performance metrics.

**IV.B.4** Identify gaps in academic and program offerings and prioritize programs for creation, expansion, merging, or cessation.

**IV.C.1** Build infrastructure to support advancement goals and functions.

**IV.C.2** Implement a strategy for sustainable external funding of strategic priorities.

**IV.C.4** Enhance volunteer engagement in support of strategic goals and fundraising.

**Question:** Priority Level - Is the unit goal high, medium, or low priority? Limit your high-priority unit goals to 3 to 5.

- High

**Question:** Actions - What action(s) does your unit plan to take to support this unit goal?

- Create and/or strengthen campus partnerships to allow for efficient use of resources and increased ability to engage with a wider audience of alumni and students.
- Create networking events with each school/college to target our audience of alumni and students to the industry they are most interested in.
- Work to grow the visibility and function of the alumni office through offering more relevant services to other departments and through strengthened relationships throughout campus.
- Grow value in association membership through increased member benefits and more targeted events.
- Restructure the Alumni Association Board to better meet the needs of the new university strategic plan.
- Create affinity groups to grow volunteer engagement and grow our efforts in increasing the diversity of our programming. We plan to build an African American, Latino, and IPFW employee affinity groups this year.
- Re-build STAT with a stronger student leadership focus that also works much more closely with our alumni events to increase networking and job prospects for our students.
- Recommend alumni for campus boards and committees to increase volunteer engagement.
- Grow license plate program through increased marketing efforts to keep the university from losing the scholarship funding in 2015.
- Continue to engage students in alumni events and programming for experiential learning.
- Launch iModules to better manage events and attendance information.

**Question:**
Metrics - With what metrics will you assess progress toward accomplishing this unit goal on an annual basis?

Did we accomplish this goal? Yes or No

**Question:** Resources - Are you able to accomplish this unit goal with your current resources?

Yes

**Question:** Needed Resources - If you don’t have enough resources, what additional resources do you need to accomplish this unit goal?

N/A

**Question:** Challenges - What challenges, other than financial resources, might affect your progress toward accomplishing this unit goal?

Prioritizing staff time to coordinate the many new events. Getting student buy-in for leadership positions for STAT, and buy-in from campus partners for increasing available resources from IU and PU.

**Question:** Timeline - If achieving this unit goal will take longer than one year, what is your timeline for implementing and accomplishing it?

This will be an ongoing goal, but we should make progress toward all tactics within this fiscal year.

**Criterion:** #8: Goal Two - In this criterion, you will identify your unit goals and tell us how they align to Plan 2020, how they are measured, and what resources you need to meet them.

**Task Force:**
1. Comment on the specificity of the goal:

We would have liked to have seen this separated into two goals, one to increase funding and one to increase efficient use of resources. These are both very valid goals, but they are separate concepts and would be more manageable if listed on their own. Most of the action items appear to address efficiency, which is relevant and important.

2. Comment on the goal's measures:

3. Comment on the unit’s ability to achieve the goal (include a consideration of the departmental profile and budget data):

It seems realistic that most (if not all) of these action items can be accomplished.

4. Comment on the goal’s relevance:

5. Comment on the timeline of the goal:

Does N/A mean they plan to accomplish all of this in one year - seems very ambitious.

Possible opportunities for collaboration or suggestions for addressing a gap:

**Question:** Unit Goal - What is your unit goal?

Increase alumni funding and increase efficient use of resources

**Question:** IPFW Goal - What 2020 goal(s) does this unit goal align with? List as many as apply. If it does not align, you may write “NA” or clarify.

I.E.2 Develop activities and experiences that promote success in student achievement through programs with strong student learning outcomes, high graduation rates, and strong job placement prospects.

IV.A.2 Establish an integrated system of program reporting, review, assessment and accreditation that is aligned to performance metrics.

IV.B.1 Resource allocation prioritization informed by performance metrics.

IV.C.1 Build infrastructure to support advancement goals and functions.

IV.C.2 Implement a strategy for sustainable external funding of strategic priorities.

**Question:** Priority Level - Is the unit goal high, medium, or low priority? Limit your high-priority unit goals to 3 to 5.

High

**Question:** Actions - What action(s) does your unit plan to take to support this unit goal?
- Allocate staff time and department resources based on university priorities.
- Purchase and implement new software programs such as an event planning platform and new e-marketing tool to increase our reach with electronic communication.
- Increase work-study student program in our department help raise the output of work to accomplish goals & tasks.
- Implement a strategy for sustainable external funding from affinity partnerships.
- Increase partnerships with IU and Purdue for increased efficiencies and use of resources through combined services.
- Audit current back-office operations to ensure all work being done is necessary and in alignment with our mission and the university’s strategic goals.
- Audit current vendor contracts to ensure that the budget dollars are being spent wisely and only on necessary products and services.

**Question:** Metrics - With what metrics will you assess progress toward accomplishing this unit goal on an annual basis?

Did we accomplish this goal? Yes or No

**Question:** Resources - Are you able to accomplish this unit goal with your current resources?

Yes

**Question:** Needed Resources - If you don’t have enough resources, what additional resources do you need to accomplish this unit goal?

Additional part-time wage funds would be very helpful as we grow our work-study program to aid our engagement efforts.

**Question:** Challenges - What challenges, other than financial resources, might affect your progress toward accomplishing this unit goal?

Gaining buy-in from IU and PU to increase partnerships on resources and projects.

**Question:** Timeline - If achieving this unit goal will take longer than one year, what is your timeline for implementing and accomplishing it?

N/A

**Criterion:** #9: Goal Three - In this criterion, you will identify your unit goals and tell us how they align to Plan 2020, how they are measured, and what resources you need to meet them.

**Task Force:**
1. Comment on the specificity of the goal:

The goal is very broad and again, many of the action items could be focused on individually.

2. Comment on the goal's measures:

3. Comment on the unit’s ability to achieve the goal (include a consideration of the departmental profile and budget data):

Again, given the number of staff in Alumni, accomplishing all of these seems very ambitious. We would recommend choosing one or two things that would have the greatest impact and focus on them.

4. Comment on the goal’s relevance:

5. Comment on the timeline of the goal:

Not sure what N/A implies.

Possible opportunities for collaboration or suggestions for addressing a gap:

Maybe you could keep contact info updated via Facebook or other social media.

**Question:** Unit Goal - What is your unit goal?

Expand Communication to Alumni

**Question:** IPFW Goal - What 2020 goal(s) does this unit goal align with? List as many as apply. If it does not align, you may write “NA” or clarify.

I.D.1 Develop activities and experiences that promote multiculturalism as a value.

II.B Promote mentoring relationships between faculty and students engaged in creation, integration, and application of knowledge.

IV.B.5 Continue increasing transparency in resource allocation budget formation and administration, and personnel decisions.

IV.C.4 Enhance volunteer engagement in support of strategic goals and fundraising.

IV.C.1 Build infrastructure to support advancement goals and functions.

**Question:** Priority Level - Is the unit goal high, medium, or low priority? Limit your high-priority unit goals to 3 to 5.

High

**Question:** Actions - What action(s) does your unit plan to take to support this unit goal?
Redesign alumni magazine to appeal to a broader audience and improve its shelf-life.

- Recommend alumni to serve on various university boards and committees to allow for broader alumni participation and communication.
- Expand reach of the eNewsletter and social media outlets to increase our engagement through low-cost virtual media.
- Grow license plate program through increased marketing initiatives and incentives.
- Audit and retool social media sites to appeal to a broader audience and serve our alumni with relevant and timely information.
- Additional communication and engagement campaigns and activities for our alumni.
- Create Pride of IPFW acknowledgements to personally reach out to high achieving and notable alumni who are doing great things in their communities.

Redesign Alumni website for more timely and relevant information.

**Question:** Metrics - With what metrics will you assess progress toward accomplishing this unit goal on an annual basis?

Did we accomplish this goal? Yes or No

**Question:** Resources - Are you able to accomplish this unit goal with your current resources?

Yes

**Question:** Needed Resources - If you don’t have enough resources, what additional resources do you need to accomplish this unit goal?

N/A

**Question:** Challenges - What challenges, other than financial resources, might affect your progress toward accomplishing this unit goal?

The lack of reliable data will impede our efforts in e-mail and direct mail communications.

**Question:** Timeline - If achieving this unit goal will take longer than one year, what is your timeline for implementing and accomplishing it?

N/A

**Criterion:** #10: Goal Four - In this criterion, you will identify your unit goals and tell us how they align to Plan 2020, how they are measured, and what resources you need to meet them.

**Task Force:**
ALUM Alumni Relations

Program Write-up with Task Force Comments

1. Comment on the specificity of the goal:
   Very specific

2. Comment on the goal's measures:
   Action items hint on some measures that could be used.

3. Comment on the unit’s ability to achieve the goal (include a consideration of the departmental profile and budget data):
   Again, given the size of Alumni, it seems ambitious. Is there enough interest to make this a high priority goal? If there is a lack of engagement, is there any hope of succeeding?

4. Comment on the goal’s relevance:

5. Comment on the timeline of the goal:
   Action items listed timeline of one year. Is this enough time to establish multiple affinity groups?

   Possible opportunities for collaboration or suggestions for addressing a gap:

**Question:** Unit Goal - What is your unit goal?

Create a national alumni program

**Question:** IPFW Goal - What 2020 goal(s) does this unit goal align with? List as many as apply. If it does not align, you may write “NA” or clarify.

I.D.1 Develop activities and experiences that promote multiculturalism as a value.

IV.A.1 Rationalize, prioritize, and establish a set of appropriate performance metrics for all academic and non-academic units.

IV.C.1 Build infrastructure to support advancement goals and functions.

IV.C.4 Enhance volunteer engagement in support of strategic goals and fundraising.

**Question:** Priority Level - Is the unit goal high, medium, or low priority? Limit your high-priority unit goals to 3 to 5.

High

**Question:** Actions - What action(s) does your unit plan to take to support this unit goal?
• Create affinity groups to grow volunteer engagement and grow our efforts in increasing the diversity of our programming. We plan to build African American, Latino, and IPFW employee affinity groups this year.
• Create infrastructure for launching alumni chapters (charters & bylaws) by seeking advice and guidance from universities that have had success with this in the past.
• Launch a beta chapter in Indianapolis to increase affinity and volunteer engagement in that city where 2300 of our alumni live and work.
• Create a strategic chapter roll out plan to build similar chapters in Chicago and other large market cities where our alumni live and work.

**Question:** Metrics - With what metrics will you assess progress toward accomplishing this unit goal on an annual basis?

Did we accomplish this goal? Yes or No

**Question:** Resources - Are you able to accomplish this unit goal with your current resources?

Yes

**Question:** Needed Resources - If you don’t have enough resources, what additional resources do you need to accomplish this unit goal?

N/A

**Question:** Challenges - What challenges, other than financial resources, might affect your progress toward accomplishing this unit goal?

Challenges to this plan will be the current lack of alumni engagement as we work to build chapters and affinity groups.

**Question:** Timeline - If achieving this unit goal will take longer than one year, what is your timeline for implementing and accomplishing it?

N/A

**Criterion:** #11: Goal Five - In this criterion, you will identify your unit goals and tell us how they align to Plan 2020, how they are measured, and what resources you need to meet them.

**Question:** Unit Goal - What is your unit goal?

**Question:** IPFW Goal - What 2020 goal(s) does this unit goal align with? List as many as apply. If it does not align, you may write “NA” or clarify.
Question: Priority Level - Is the unit goal high, medium, or low priority? Limit your high-priority unit goals to 3 to 5.

Question: Actions - What action(s) does your unit plan to take to support this unit goal?

Question: Metrics - With what metrics will you assess progress toward accomplishing this unit goal on an annual basis?

Question: Resources - Are you able to accomplish this unit goal with your current resources?

Question: Needed Resources - If you don’t have enough resources, what additional resources do you need to accomplish this unit goal?

Question: Challenges - What challenges, other than financial resources, might affect your progress toward accomplishing this unit goal?

Question: Timeline - If achieving this unit goal will take longer than one year, what is your timeline for implementing and accomplishing it?

Criterion: #12: Goal Six - In this criterion, you will identify your unit goals and tell us how they align to Plan 2020, how they are measured, and what resources you need to meet them.

Question: Unit Goal - What is your unit goal?

Question: IPFW Goal - What 2020 goal(s) does this unit goal align with? List as many as apply. If it does not align, you may write “NA” or clarify.

Question: Priority Level - Is the unit goal high, medium, or low priority? Limit your high-priority unit goals to 3 to 5.

Question: Actions - What action(s) does your unit plan to take to support this unit goal?
Question: Metrics - With what metrics will you assess progress toward accomplishing this unit goal on an annual basis?

Question: Resources - Are you able to accomplish this unit goal with your current resources?

Question: Needed Resources - If you don’t have enough resources, what additional resources do you need to accomplish this unit goal?

Question: Challenges - What challenges, other than financial resources, might affect your progress toward accomplishing this unit goal?

Question: Timeline - If achieving this unit goal will take longer than one year, what is your timeline for implementing and accomplishing it?

Criterion: #13: Goal Seven - In this criterion, you will identify your unit goals and tell us how they align to Plan 2020, how they are measured, and what resources you need to meet them.

Question: Unit Goal - What is your unit goal?

Question: IPFW Goal - What 2020 goal(s) does this unit goal align with? List as many as apply. If it does not align, you may write “NA” or clarify.

Question: Priority Level - Is the unit goal high, medium, or low priority? Limit your high-priority unit goals to 3 to 5.

Question: Actions - What action(s) does your unit plan to take to support this unit goal?

Question: Metrics - With what metrics will you assess progress toward accomplishing this unit goal on an annual basis?
**Question:** Resources - Are you able to accomplish this unit goal with your current resources?

**Question:** Needed Resources - If you don’t have enough resources, what additional resources do you need to accomplish this unit goal?

**Question:** Challenges - What challenges, other than financial resources, might affect your progress toward accomplishing this unit goal?

**Question:** Timeline - If achieving this unit goal will take longer than one year, what is your timeline for implementing and accomplishing it?

**Criterion:** #14: Goal Eight - In this criterion, you will identify your unit goals and tell us how they align to Plan 2020, how they are measured, and what resources you need to meet them.

**Question:** Unit Goal - What is your unit goal?

**Question:** IPFW Goal - What 2020 goal(s) does this unit goal align with? List as many as apply. If it does not align, you may write “NA” or clarify.

**Question:** Priority Level - Is the unit goal high, medium, or low priority? Limit your high-priority unit goals to 3 to 5.

**Question:** Actions - What action(s) does your unit plan to take to support this unit goal?

**Question:** Metrics - With what metrics will you assess progress toward accomplishing this unit goal on an annual basis?

**Question:** Resources - Are you able to accomplish this unit goal with your current resources?
Needed Resources - If you don’t have enough resources, what additional resources do you need to accomplish this unit goal?

**Question:** Challenges - What challenges, other than financial resources, might affect your progress toward accomplishing this unit goal?

**Question:** Timeline - If achieving this unit goal will take longer than one year, what is your timeline for implementing and accomplishing it?

**Criterion:** #15: Goal Nine - In this criterion, you will identify your unit goals and tell us how they align to Plan 2020, how they are measured, and what resources you need to meet them.

**Question:** Unit Goal - What is your unit goal?

**Question:** IPFW Goal - What 2020 goal(s) does this unit goal align with? List as many as apply. If it does not align, you may write “NA” or clarify.

**Question:** Priority Level - Is the unit goal high, medium, or low priority? Limit your high-priority unit goals to 3 to 5.

**Question:** Actions - What action(s) does your unit plan to take to support this unit goal?

**Question:** Metrics - With what metrics will you assess progress toward accomplishing this unit goal on an annual basis?

**Question:** Resources - Are you able to accomplish this unit goal with your current resources?

**Question:** Needed Resources - If you don’t have enough resources, what additional resources do you need to accomplish this unit goal?
Challenges - What challenges, other than financial resources, might affect your progress toward accomplishing this unit goal?

**Question:** Timeline - If achieving this unit goal will take longer than one year, what is your timeline for implementing and accomplishing it?

**Criterion:** #16: Goal Ten - In this criterion, you will identify your unit goals and tell us how they align to Plan 2020, how they are measured, and what resources you need to meet them.

**Question:** Unit Goal - What is your unit goal?

**Question:** IPFW Goal - What 2020 goal(s) does this unit goal align with? List as many as apply. If it does not align, you may write “NA” or clarify.

**Question:** Priority Level - Is the unit goal high, medium, or low priority? Limit your high-priority unit goals to 3 to 5.

**Question:** Actions - What action(s) does your unit plan to take to support this unit goal?

**Question:** Metrics - With what metrics will you assess progress toward accomplishing this unit goal on an annual basis?

**Question:** Resources - Are you able to accomplish this unit goal with your current resources?

**Question:** Needed Resources - If you don’t have enough resources, what additional resources do you need to accomplish this unit goal?

**Question:** Challenges - What challenges, other than financial resources, might affect your progress toward accomplishing this unit goal?
Timeline - If achieving this unit goal will take longer than one year, what is your timeline for implementing and accomplishing it?