



Metrics for Success

OVERVIEW

The following metrics are used to measure the impact your 'Canes Community has towards helping the UM Alumni Association achieve its regional engagement strategic objectives in your geographic area:

- **CONSTITUENCY ENGAGEMENT:**
This measures the number of constituents (alumni, parents, prospective students, current students, non-alumni supporters) who have participated in your 'Canes Community's events and programs during the course of the fiscal year (June 1st to May 31st).
- **P.R.I.D.E. PROGRAMMING CATEGORIES:**
This measures the variety and diversity of events and programs your 'Canes Community hosts during the course of the fiscal year (June 1st to May 31st). P.R.I.D.E. is an acronym for the following event/programming categories: **P** – Professional and Social Networking; **R** – Recruitment of Students and Scholarship Fundraising; **I** – Ibis/Sports Programming; **D** – Devotion to Community; **E** – Education Programming.
- **ANNUAL GIVING STRATEGIC INITIATIVES:**
All 'Canes Community Executive Board Members are each required to make an annual stretch gift to the University of Miami, and help support the Office of Annual Giving's regional goals and objectives.