

CHAPTER 9

RECOMMENDATIONS FOR FUTURE STUDY

Additional comparative study may have provided useful results. For example, it may have been insightful to note the implementation of the NAP as compared to another method of donor segmentation and plan of communication. We know that contact versus no contact will have some positive effect. The results of this study show that implementing a peer-screening model and plan of communication is certainly better than no attempt. However, we are not completely certain that this plan, the NAP, is the most successful plan.

Also, comparative study of the implementation of the NAP in the Memphis area versus implementation of the NAP in another area in a different region may have also provided meaningful results.

Additionally, these data come from an under-developed area (Memphis). The results of this study could be compared to results from a more highly developed area (Houston) and a comparative study conducted to determine if the results from the implementation of the NAP in both areas bear similarities and thus gain this researcher's complete confidence in these findings.

Better understanding of peer screening methods and communication tools and how they can be implemented for maximum impact will continue to be a concern for development staff and the administration of the University. Further research is recommended to advance the understanding of the motivations, incentives and deterrents that influence alumni to choose to financially support, become involved with and improve perceptions and attitudes of LSU.

Future research could explore the various tools for recruiting, cultivating and retaining relationships with alumni. Studies are needed to explore the effectiveness of various communication tools and prospect identification models. Investigation could also include how to better target changing markets, as well as less traditional segmented alumni. It is critical for the University to identify, communicate with, inform and influence its alumni in order to achieve the greatest level of success.

Needless to say, all of these recommendations for future study bear merit, yet fall outside the parameters established for this study.