

# Administrative Unit Assessment Report

**Assessment** is a term commonly used to encompass the process of gathering and using evidence to guide improvements.

SACSCOC requires that "The institution identifies expected outcomes, assesses the extent to which it achieves these outcomes, and provides evidence of seeking improvement based on analysis of the results".

## Be sure to **SAVE** your progress as you work!

**Administrative Unit**  
University Advancement

**Submission Year**  
2022-2023

**Assessment Coordinator Name**  
Suzann Coutts

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## Unit Goal

### Goal

#### Goal 1

**Unit Goals** are broad statements that describe the overarching long-range intended outcomes of an administrative unit. They support the Institution's Mission/Goals.

#### Unit Goal

To provide scholarships for students to support increased enrollment, improved learning, and retention.

#### Pillar of Success Supported

Advancement Activities Leveraged to Further the University's Mission

## Outcomes

### Outcome 1

**Outcomes** are specific, **measurable** statements that reflect the broader goals. They will primarily describe what the unit is going to do and what its impact will be on students and other key stakeholders (alumni, parents, employers, etc.).

Most administrative units measure **Operational Outcomes** which describe the level of performance of an operational aspect of a program or office (ex. number of services provided, timeliness of a process).

Some units may measure **Student Learning Outcomes** which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences (ex. Student Wellness Program may measure student knowledge of healthy habits.)

#### What type of Outcome would you like to add?

Operational Outcome

#### Enter Outcome

Increase Scholarship dollars raised, to include endowed, annually funded, and general scholarship, by

5% over last fiscal year.

**Timeframe for this Outcome**

2021-2022

**Performance Target for "Met"**

5% overall increase in scholarship dollars raised.

**Performance Target for "Partially Met"**

2.5% overall increase in scholarship dollars raised.

**Performance Target for "Not Met"**

Less than 2.5% overall increase in scholarship dollars raised.

**Assessment Measure Used**

Data from Raiser's Edge database on donor/gifts.

**Frequency of Assessment**

Annual

**Data Collected for this Timeframe (Results)**

This is a new outcome, data should be available within 2 weeks of the fiscal year end (June 30).

**Score (Met=3, Partially Met=2, Not Met=1)****Comments/Narrative**

Our goal is to increase all scholarship giving by an overall percentage of 5%.

**Resources Needed to Meet/Sustain Results****Explanation of How Resources Will Be Used**

## Outcome 2

**Outcomes** are specific, **measurable** statements that reflect the broader goals. They will primarily describe what the unit is going to do and what its impact will be on students and other key stakeholders (alumni, parents, employers, etc.).

Most administrative units measure **Operational Outcomes** which describe the level of performance of an operational aspect of a program or office (ex. number of services provided, timeliness of a process).

Some units may measure **Student Learning Outcomes** which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences (ex. Student Wellness Program may measure student knowledge of healthy habits.)

**What type of Outcome would you like to add?**

Operational Outcome

**Enter Outcome**

Increase faculty and staff giving, both in the alumni category and non-alumni category, by 5%.

**Timeframe for this Outcome**

2021-2022

**Performance Target for "Met"**

5% increase in faculty and staff giving.

**Performance Target for "Partially Met"**

2.5% increase in faculty and staff giving.

**Performance Target for "Not Met"**

Less than 2.5% increase in faculty and staff giving.

**Assessment Measure Used**

Data from Raiser's Edge database on donor/gifts.

**Frequency of Assessment**

Annual

**Data Collected for this Timeframe (Results)**

This is a new outcome, data should be available within 2 weeks of the fiscal year end (June 30).

**Score (Met=3, Partially Met=2, Not Met=1)**

**Comments/Narrative**

We will begin to cultivate a culture of annual giving on campus with alumni employees and non-alumni employees by launching a targeted, mini campaign appeal to each of these two groups. Our goal is to increase engagement with faculty and staff, shifting the culture of philanthropy on campus, by increasing faculty and staff giving by 5%.

**Resources Needed to Meet/Sustain Results**

**Explanation of How Resources Will Be Used**

## Outcome 3

**Outcomes** are specific, **measurable** statements that reflect the broader goals. They will primarily describe what the unit is going to do and what its impact will be on students and other key stakeholders (alumni, parents, employers, etc.).

Most administrative units measure **Operational Outcomes** which describe the level of performance of an operational aspect of a program or office (ex. number of services provided, timeliness of a process).

Some units may measure **Student Learning Outcomes** which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences (ex. Student Wellness Program may measure student knowledge of healthy habits.)

**What type of Outcome would you like to add?**

Operational Outcome

**Enter Outcome**

A more highly engaged faculty and staff with university advancement and the foundation, as evidenced by the increase in participation at our events.

**Timeframe for this Outcome**

2021-2022

**Performance Target for "Met"**

5% increase in participation of faculty and staff at Foundation events.

**Performance Target for "Partially Met"**

2.5% increase in participation of faculty and staff at Foundation events.

**Performance Target for "Not Met"**

Less than 2.5% increase of faculty and staff at Foundation events.

**Assessment Measure Used**

Data from Raiser's Edge database on donor/gifts.

**Frequency of Assessment**

After each event.

**Data Collected for this Timeframe (Results)**

Within two weeks of each event held.

**Score (Met=3, Partially Met=2, Not Met=1)****Comments/Narrative**

Our goal is to increase engagement with faculty and staff by increasing faculty and staff participation by 5%.

**Resources Needed to Meet/Sustain Results****Explanation of How Resources Will Be Used**

## Goal Summary

**Goal Summary/Comments**

By shifting our narrative to be more student-focused, and sticking to a plan, we should be able to see an increase on all fronts.

**Changes Made/Proposed Related to Goal**

An annual giving plan, for appeals and events, for the coming FY will help close this loop and ensure proper focus on solicitation for scholarships, along with faculty and staff engagement.

**Upload Files (if needed)**

## Goal 2

**Unit Goals** are broad statements that describe the overarching long-range intended outcomes of an administrative unit. They support the Institution's Mission/Goals.

**Unit Goal**

Strengthen campus partnerships and collaboration to maximize alumni and student engagement throughout the donor lifecycle: student -> alumni -> donor.

**Pillar of Success Supported**

Engaged and Supportive Alumni

## Outcomes

### Outcome 1

**Outcomes** are specific, **measurable** statements that reflect the broader goals. They will primarily describe what the unit is going to do and what its impact will be on students and other key stakeholders

(alumni, parents, employers, etc.).

Most administrative units measure **Operational Outcomes** which describe the level of performance of an operational aspect of a program or office (ex. number of services provided, timeliness of a process).

Some units may measure **Student Learning Outcomes** which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences (ex. Student Wellness Program may measure student knowledge of healthy habits.)

**What type of Outcome would you like to add?**

Operational Outcome

**Enter Outcome**

Host a minimum of three student/alumni networking events of varying types throughout the year.

**Timeframe for this Outcome**

2021-2022

**Performance Target for "Met"**

Three different types (student major (business; education) / event platform (panel event; group meal) of student/alumni networking events hosted.

**Performance Target for "Partially Met"**

Two different types (student major (business; education) / event platform (panel event; group meal) of student/alumni networking events hosted.

**Performance Target for "Not Met"**

No more than one type (student major (business; education) / event platform (panel event; group meal) of student/alumni networking event hosted.

**Assessment Measure Used**

Number of events held; number of students and alumni at each; NPS survey results.

**Frequency of Assessment**

After each event.

**Data Collected for this Timeframe (Results)**

Data should be available within a week of each event held.

**Score (Met=3, Partially Met=2, Not Met=1)**

**Comments/Narrative**

Our goal is to offer a slate of events, differing in tone/theme, to meet the needs of many different students, along with those of our alumni looking to give back.

**Resources Needed to Meet/Sustain Results**

**Explanation of How Resources Will Be Used**

## Outcome 2

**Outcomes** are specific, **measurable** statements that reflect the broader goals. They will primarily describe what the unit is going to do and what its impact will be on students and other key stakeholders

(alumni, parents, employers, etc.).

Most administrative units measure **Operational Outcomes** which describe the level of performance of an operational aspect of a program or office (ex. number of services provided, timeliness of a process).

Some units may measure **Student Learning Outcomes** which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences (ex. Student Wellness Program may measure student knowledge of healthy habits.)

**What type of Outcome would you like to add?**

Operational Outcome

**Enter Outcome**

Collaborative and inclusive (student/alumni/donor) campaign for University Day of Giving utilizing print, web and video content to promote philanthropy at all stages, with a target of 25 student donors, a 5% increase in new donors, and a 5% increase in total donors.

**Timeframe for this Outcome**

2021-2022

**Performance Target for "Met"**

25 student donors, 5% increase in new donors and 5% increase in total donors.

**Performance Target for "Partially Met"**

15 student donors, 2.5% increase in new donors and 2.5% increase in total donors.

**Performance Target for "Not Met"**

Less than 15 student donors, and less than 2.5% increase in new donors and less than 2.5% increase in total donors.

**Assessment Measure Used**

Data from Raiser's Edge database on donor/gifts.

**Frequency of Assessment**

After Day of Giving

**Data Collected for this Timeframe (Results)**

Within four weeks of the completion of Day of Giving.

**Score (Met=3, Partially Met=2, Not Met=1)**

**Comments/Narrative**

In order to continue to increase our participation in giving, we must share the voices of our many stakeholders to give their peers an opportunity to hear a reason to give from a familiar voice.

**Resources Needed to Meet/Sustain Results**

**Explanation of How Resources Will Be Used**

## Goal Summary

**Goal Summary/Comments**

Students have shared a desire to learn from alumni and alumni are giving feedback year-round about wanting to be more involved with students.

**Changes Made/Proposed Related to Goal**

We have tried, without real strategy, to host these events and have a well-planned day of giving in the past. Putting a plan in place should help us improve on what we have already started.

**Upload Files (if needed)**