Report:	Assessment Plan Details for: • Vice Chancellor for Institutional Advancement
	Report Generated by TaskStream
Workspace:	Operational Plan & Assessment Report - OPAR
Assessment Plan:	2009-10 Cycle: Assessment Plan and Assessment Findings
Assessment Plan Template:	OPAR Assessment Plan
Report Generated:	Friday, February 25, 2011

Measures and Findings

Vice Chancellor for Institutional Advancement Unit Goals

1. Broaden fundraising efforts

1. Increase participation rates

Mapped to:

- FSU Strategic Priorities, Initiatives, and Indicators: 6.3.0.

Measures & Findings

Increase in the number of Donors

Details/Description: Success in this area relies on the increase in the number of donors from 08-09 to 09-10 with particular emphasis on alumni. We are specifically targeting an increase from 3% to 8%.

Acceptable Target:

Implementation Plan (timeline):

Key/Responsible Personnel:

Supporting Attachments:

Findings for Increase in the number of Donors

Summary of Findings: Our alumni giving rate doubled as compared to previous fiscal year.

Acceptable Target Achievement: Met

Recommendations :

Reflections/Notes : We experienced a significant increase in our alumni giving percentage and I am pleased with our steady progress to continue strengthening our relationship with alumni through engagement and relationship management.

Substantiating Evidence:

Means of Assessment

Details/Description: N/A Only 1 means of assessment for this intended outcome.

Acceptable Target:

Implementation Plan (timeline):

Key/Responsible Personnel:

Supporting Attachments:

No Findings Added to Means of Assessment

2. Increase partnerships with corporations and foundations

2. Corporate and foundation relationship development.

Mapped to:

- FSU Strategic Priorities, Initiatives, and Indicators: 6.3.0.

Measures & Findings

Relationships developed with representatives from Corporations

Details/Description: Another determination of success in this area is by the actual number of relationships that are developed with representatives from corporations and foundations. It is very difficult to establish a relationship with large entities and if we are able to establish an effective line of communication, that will be regarded as positive.

Acceptable Target:

No Findings Added to Relationships developed with representatives from Corporations

Implementation Plan (timeline):

Key/Responsible Personnel:

Supporting Attachments:

Success determined by proposals

No Findings Added to Success determined by proposals

Details/Description: Our success in this area will be determined by how many proposals are sent and how many are awarded.

Acceptable Target:

Implementation Plan (timeline):

Key/Responsible Personnel:

Supporting Attachments:

3. Enhance current publications

3. Enhance current publications

Mapped to:

- FSU Strategic Priorities, Initiatives, and Indicators: 6.3.3.

Measures & Findings

Feedback

No Findings Added to Feedback

Details/Description: Positive feedback from campus community.

Acceptable Target:

Implementation Plan (timeline):

Key/Responsible Personnel:

Supporting Attachments:

Publications

No Findings Added to Publications

Details/Description: Publications were on time and met scheduling deadlines

Acceptable Target:

Implementation Plan (timeline):

Key/Responsible Personnel:

Supporting Attachments:

4. Create an integrated marketing approach

4. Create an integrated marketing approach

Mapped to:

- FSU Strategic Priorities, Initiatives, and Indicators: 6.3.1., 6.3.2.

Measures & Findings

Collateral material

No Findings Added to Collateral material

Details/Description: * FSU collateral material has a stronger appearance

* Brand/image is noticeable more positive to campus community

* Streamlined approach will reflect collaboration and a more targeted appeal.

Acceptable Target:

Implementation Plan (timeline):

Key/Responsible Personnel:

Supporting Attachments:

6. Enhance communication

6. Effectively communicate with campus constituencies

Mapped to:

- FSU Strategic Priorities, Initiatives, and Indicators: 6.3.3.

Measures & Findings

Attendance and Satisfaction

Details/Description: Better attendance and satisfaction at campus related events and activities.

Acceptable Target:

Implementation Plan (timeline):

Key/Responsible Personnel:

Supporting Attachments:

Findings for Attendance and Satisfaction

Summary of Findings: Invitations were targeted for specific audiences gauged around donor interests, level of giving and possible program support that may be of interest. Our office of Marketing & Events worked diligently to ensure invitations were mailed in a timely manner and utilization of all media outlets were implemented.

Acceptable Target Achievement: Met

Recommendations :

Reflections/Notes : Our division will continue to work closely with other departments to ensure all events are well-attended, publicized, and attractive to a variety of audiences. We will also implement a more stream lined event satisfaction survey that will allow for post event assessment.

Substantiating Evidence: