# 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 <u>identifies</u> expected outcomes, <u>assesses</u> the extent to which it achieves these outcomes, and <u>provides evidence of seeking improvement</u> based on analysis of the results".

# Be sure to SAVE your progress as you work!

| | |
|---|---|
| **Administrative Unit**<br>University Advancement | **Submission Year**<br>2023-2024 |
| **Assessment Coordinator Name**<br>Suzann Couts | **Enter Assessment Coordinator Email**<br>scouts@lander.edu |

## 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**
2022-2023

**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** | **Frequency of Assessment** |
|---|---|
| Data from Raiser's Edge database on donor/gifts. | Annual |

| **Data Collected for this Timeframe (Results)** | **Score (Met=3, Partially Met=2, Not Met=1)** |
|---|---|
| All scholarship donations from 21-22 totaled $1,186,684, which does not include the Transformational Self Gift. All scholarship donations from 22-23 totaled $864,214. We did not meet this goal. | 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**

2022-2023

**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** | **Frequency of Assessment** |
|---|---|
| Data from Raiser's Edge database on donor/gifts. | Annual |

| **Data Collected for this Timeframe (Results)** | **Score (Met=3, Partially Met=2, Not Met=1)** |
|---|---|
| Faculty and staff giving for 21-22 was $42,932.80, and in 22-23 it was $24,505.51. | 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**
2022-2023

**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** | **Frequency of Assessment** |
| Data from Raiser's Edge database on donor/gifts. | After each event. |

| | |
|---|---|
| **Data Collected for this Timeframe (Results)** | **Score (Met=3, Partially Met=2, Not Met=1)** |
| This outcome proved difficult to assess, as we did not hold events specifically for faculty/staff donors in conjunction with a faculty/staff giving campaign. | 1 |

**Comments/Narrative**
Our goal was to increase engagement with faculty and staff by increasing faculty and staff participation by 5%. The participation with giving was was not met, nor was the outcome for increased participation in Foundation events. We did receive an invite (and accepted) to present on behalf of the Alumni Association & Foundation at New Faculty Orientation. We have been in communication with HR to be intentionally involved with the New Staff Orientation as well. Moving in that direction will help Advancement promote a formal faculty/staff giving campaign. This shift, along with a plan to engage current faculty and staff donors as ambassadors for the campaign, and intentional stewardship events for these donors, can help to increase this participation.

**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**
2022-2023

**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** | **Frequency of Assessment** |
|---|---|
| Number of events held; number of students and alumni at each; NPS survey results. | After each event. |

| **Data Collected for this Timeframe (Results)** | **Score (Met=3, Partially Met=2, Not Met=1)** |
|---|---|
| We held two different types of student/alumni networking opportunities: Dinner with 10 Bearcats hosted locally by alumni & our Student Alumni Association networking breakfasts with our Alumni Association Board of Directors. Of these two types, a total of 7 events were held. | 2 |

**Comments/Narrative**
Our goal was 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. We partially met this goal.

**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).

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**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**
2022-2023

**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** | **Frequency of Assessment** |
|---|---|
| Data from Raiser's Edge database on donor/gifts. | After Day of Giving |

| **Data Collected for this Timeframe (Results)** | **Score (Met=3, Partially Met=2, Not Met=1)** |
|---|---|
| We did not have student donors participate this past year, but do hope to improve that for this current year. Our new donor total remained the same for a 0% increase (5 in both 21-22 and 22-23), and our increase in total donors was 40% (97 total donors in 21-22; 136 total donors in 22-23). | 2 |

**Comments/Narrative**
In order to continue to increase our participation in giving, we strategically communicated by postcard with previous Day of Giving donors regarding the upcoming campaign, ensuring communication was received at least two weeks in advance. The previous year, a letter mailed to ALL constituents in the database was received two weeks AFTER the campaign had taken place. We were very excited to see the increase in donors and hope to continue that trend with improved communication and a more strategic multi-channel approach.

**Resources Needed to Meet/Sustain Results**
We will continue to work on increasing collaboration with marketing/external relations, to which they have responded very positively.

**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)**