

**USF SARASOTA-MANATEE  
ASSESSMENT PLANNING RECORD  
2012-2013**

<b>UNIT:</b>	<b>University Advancement</b>
<b>MISSION:</b>	To advance higher education through, marketing, communications and promotion; and build private philanthropic support for giving that builds endowments, scholarships and academic programs for USF Sarasota Manatee students and the community.
<b>2012-16 USFSM STRATEGIC PLAN GOALS:</b>	<p><b>ACCESS:</b> Expand access to a University education that benefits students and the local, national, and global community; and (Aligns with USF System Goals 1,2, 3, 4, 5; SUS System Goals 2,3)</p> <p><b><u>Teaching &amp; Learning</u></b></p> <p>(1a.) <b>Expand academic programs</b> in distinctive areas related to the Suncoast's needs and strengths and across disciplines, when feasible, including the ability for students to complete the full four-year bachelor's degree.</p> <p><b><u>Scholarship, Research, and Innovation</u></b></p> <p>(1b.) Promote <b>innovative scholarship</b> and <b>community-engaged research</b>.  (1c.) Seek <b>external funding</b> from public grants, private foundations, and individual donors.</p> <p><b><u>Public Service &amp; Community Engagement</u></b></p> <p>(1d.) <b>Partner</b> with a variety of organizations and stakeholders, including the USF System.  (1e.) Build a <b>University living and learning community</b>, including residence halls, academic buildings, and student life facilities.</p> <p><b>SUCCESS:</b> Enhance success of student outcomes, faculty productivity, and community impact (Aligns with USF System Goals 1,2,4,5; SUS System Goals 1,2).</p> <p><b><u>Teaching &amp; Learning</u></b></p> <p>(2a.) Produce continuous improvement in <b>student outcome measures</b>, including retention and graduation rates and student career results.  (2b.) Earn <b>professional accreditation and recognition</b>, including AACSB and NCATE.</p> <p><b><u>Scholarship, Research, and Innovation</u></b></p> <p>(2c.) Track and promote <b>faculty-developed measures of scholarship</b>.  (2d.) Identify <b>student success predictors</b>.</p> <p><b><u>Public Service &amp; Community Engagement</u></b></p> <p>(2e.) Earn recognition as a <b>Carnegie Community-Engaged University</b>.  (2f.) Track and share the value of the University's and graduates' <b>economic and societal contributions</b>.</p>

<b>UNIT GOALS:</b>	<ol style="list-style-type: none"> <li>1. Build a solid pool of 50 major gifts donors (Aligns with USFSM Goal 1a, 1b, 1c, 1d, 1e)</li> <li>2. Expand annual appeal to alumnus, faculty staff, and mid-level donors (Aligns with USFSM Goal 1a, 1b, 1c, 1d, 1e)</li> <li>3. Build campaigns for Freshman scholarship and Mote Laboratories (Aligns with USFSM Goal 1a, 1b, 1c, 1d, 1e)</li> <li>4. Enhance funding appeals with Colleges and Schools to meet program needs (Aligns with USFSM Goal 1a, 1b, 1c, 1d, 1e)</li> <li>5. Host up to 6 donor cultivation or co-sponsored events on campus annually (Aligns with USFSM Goal 1a, 1b, 1c, 1d, 1e)</li> </ol>				
<b>Outcomes</b>	<b>Unit Goal</b>	<b>Means of Assessing Outcomes</b>	<b>Assessment Data</b>	<b>Plan Resulting from Analysis of Assessment</b>	<b>Executive Response to the Plan (Dr. Guilford)</b>
50 lead major donors created to expand donations base by 15%	1,3	Compiled lists with donor ratings at major gift level.	2011-12 donors 53 2012-13 donors 125 % increase = 136% During this fiscal year we have fine-tuned our donor list and prospect list to include prospects for each development officer and the RVC.	The increase fundraising ability has been enhanced by this deliberate effort to reach higher level donors. Our plan will reflect higher level donors stepping up in the coming years.	Excellent donor activity. We need to work on Tampa foundation to make the obtainment of large gifts easier.
Solicitations created that follow campaigns for Freshman, Mote and Annual appeals and college/university needs	2,3,4	Funding for freshman scholarships	\$48,000 raised to cover all freshmen with unmet tuition need for four years.	Continue to work with Dean's and executive staff to create ongoing appeals that match the strategic direction of USFSM. Create annual appeals and capital fund appeals that align with growth needs.	Excellent work to increase donors and funding for science labs.
		Completed appeals & financial results	Mote \$2.2 million % of goal = 100% Annual \$500,000 % of goal = 70% We used our annual fund to promote the needs of each of the colleges and the goals set by each dean.		
Donor presence increased on campus	1,3,4,5	Attendance records at 6 events minimum	2012-13 15 events; 3,049 attendees	Bringing guest to campus who have giving capacity is one strategy to introduce then current needs of the University. This is part of a	I am pleased that we are quantifying attendance at events for it is necessary to keep track of what
		Documentation of tours with donors on campus	2012-13 125 tours; 375 attendees		

				larger development plan that will involve multiple engagement events, tours and gatherings.	our true impact is.
Branded marketing/solicitation materials created to reach donors, future students and the broader community.	3	Completed materials	<p><b>Campus-wide printed pieces:</b></p> <ul style="list-style-type: none"> <li>• General brochure (enrollment focus)</li> <li>• “Fast facts” brochure (donor/community message)</li> <li>• Student Viewbook</li> <li>• Freshman Preview</li> </ul> <p><b>New USFSM website design in progress.</b></p> <p><b>Large-scale promotional pieces:</b></p> <ul style="list-style-type: none"> <li>• Billboard on US41</li> <li>• 20” x 76” pull-up banners: <ul style="list-style-type: none"> <li>○ College of Business</li> <li>○ College of Hospitality and Technology Leadership</li> <li>○ College of Arts and Sciences</li> <li>○ Mote Marine + USFSM Partnership</li> <li>○ Partnerships for Arts-Integrated Teaching</li> <li>○ Freshman Initiative</li> <li>○ General “fast facts” banner</li> <li>○ North Port</li> </ul> </li> </ul>	<p>Annual refinements and new materials are created to showcase our brand and meet goals for funds raised.</p> <p>Materials need to follow our assessed needs annually.</p>	<p>Marketing has been outstanding . We have greatly increased our visibility this past year. The recent coverage of our freshman initiative was perfect.</p> <p>The pull up banners are excellent and do a great job in highlighting our programs.</p>

			<p style="text-align: center;">Instructional Site</p> <ul style="list-style-type: none"> <li>• 36" x 96" general campus banner (internal display)</li> <li>• USFSM vinyl banner for Lakewood Ranch Athletics</li> </ul> <p><b>Fact sheets:</b></p> <ul style="list-style-type: none"> <li>• Freshman scholarship</li> <li>• Mote Marine + USFSM partnership</li> <li>• PAInT fact postcard</li> <li>• USFSM Rowing Team</li> </ul>		<p>The fact sheets are important and extremely worthwhile.</p>
		<p>Branded campaigns established</p>	<ul style="list-style-type: none"> <li>• Our first campaign was for MOTE and we created a leave behind flyer, foundation and individual appeals and face to face asks.</li> <li>• Our second campaign was for the Freshman Plus Scholarships- Flyers, mailers, inside campaign at with Brunch 2012 and face to face asks.</li> </ul> <p>Faculty staff campaign</p>		<p>Both sets of materials are excellent. Keep up the good work.</p>