

**UNIVERSITY OF SOUTH FLORIDA SARASOTA-MANATEE
UNIT ASSESSMENT REPORT
2013-2014**

| | |
|--|---|
| UNIT: | University Advancement (Dennis Stover) |
| MISSION: | 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. |
| 2012-16 USFSM STRATEGIC PLAN GOALS: | <p>GOAL 1 ACCESS: Expand access to a University education that benefits students and the local, national, and global community. (Aligns with USF System Goals 1,2,3,4,5; State University System of Florida Goals 2,3)</p> <p>Teaching & Learning</p> <p>(1a.) Expand academic programs 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>Scholarship, Research, and Innovation</p> <p>(1b.) Promote innovative scholarship and community-engaged research.</p> <p>(1c.) Seek external funding from public grants, private foundations, and individual donors.</p> <p>Public Service & Community Engagement</p> <p>(1d.) Partner with a variety of organizations and stakeholders, including the USF System.</p> <p>(1e.) Build a University living and learning community, including residence halls, academic buildings, and student life facilities.</p> <p>GOAL 2 SUCCESS: Enhance success of student outcomes, faculty productivity, and community impact (Aligns with USF System Goals 1,2,4,5; State University System of Florida Goals 1,2).</p> <p>Teaching & Learning</p> <p>(2a.) Produce continuous improvement in student outcome measures, including retention and graduation rates and student career results.</p> <p>(2b.) Earn professional accreditation and recognition, including AACSB and NCATE.</p> <p>Scholarship, Research, and Innovation</p> <p>(2c.) Track and promote faculty-developed measures of scholarship.</p> <p>(2d.) Identify student success predictors.</p> <p>Public Service & Community Engagement</p> <p>(2e.) Earn recognition as a Carnegie Community-Engaged University.</p> <p>(2f.) Track and share the value of the University's and graduates' economic and societal contributions.</p> |

| UNIT GOALS: | <ol style="list-style-type: none"> 1. Build a solid pool of 50 major gifts donors. (Aligns with USFSM Goal 1a, 1b, 1c, 1d, 1e) 2. Expand annual appeal to alumnus, faculty staff, and mid-level donors. (Aligns with USFSM Goal 1a, 1b, 1c, 1d, 1e) 3. Build campaigns for Veterans. (Aligns with USFSM Goal 1a, 1b, 1c, 1d, 1e) 4. Enhance funding appeals with Colleges to meet program needs (Aligns with USFSM Goal 1a, 1b, 1c, 1d, 1e) 5. Host up to 6 donor cultivation or co-sponsored events on campus annually (Aligns with USFSM Goal 1a, 1b, 1c, 1d, 1e) | | | | |
|---|--|--|--|---|---|
| OUTCOMES | Unit Goal | Means of Assessing Outcomes | Assessment Data | Plan Resulting from Analysis of Assessment | Chancellor's Response (Dr. Arthur Guilford) |
| Outcome 1: Reconfiguration of donors into a relationship management model and secure lead gifts from major donors and foundations. | 1,3 | Compiled lists with donor ratings at major gift level. | 2012-13 donors <u>125</u> 2013-14 donors <u>348</u> Increased 278% | We will continue to grow and increase new and existing donors with the help of the Fundraising Committee for the Unstoppable Campaign. Our plan is to bring lapsed donors back to campus and meet with new high wealth potential donors to help work towards our campaign goal. | I am exceptionally pleased with the growth in the number of donors. |
| Outcome 2: Solicitations created that follow campaigns for Veterans and Annual appeals and college/university needs. | 2,3,4 | Funding for veteran's scholarships. | Legacy of Valor, 84 donors gave \$48,697 | As a result of our successful targeted Annual Fund appeals, we will continue to focus on the needs of our Deans and students when raising much-needed moneys. | This is an excellent outcome and I am pleased that we had this strong response. It seems to be a good idea to make a special "request" at a Brunch event. |
| Completed appeals & financial results. | Legacy of Valor, Brunch on the Bay, (2) HospitaBull events, USFSM Science Labs, Giving Challenge (First Generation Scholarships), Nixon International Endowment, Annual Appeal (General), College of Business Appeal, Faculty/Staff Campaign Totaling: \$2,568,577.00 | | | | |

| OUTCOMES | Unit Goal | Means of Assessing Outcomes | Assessment Data | Plan Resulting from Analysis of Assessment | Chancellor's Response (Dr. Arthur Guilford) |
|--|-----------|---|---|---|--|
| <p>Outcome 3: Donor presence increased on campus.</p> | 1,3,4,5 | Attendance records at 6 events minimum. | 38 events were held on campus with 5,155 people in attendance. 95 press releases yielded 235 earned media mentions on events and stories. | <p>This year we held open houses at both the USFSM Mote Marine Laboratories and the Culinary Innovation Lab. These two events aided in explaining to donors and community members the unique teaching environments we offer to our students.</p> <p>We plan on continuing to host events and tour potential donors to showcase our campus and the needs of the University.</p> | <p>These events have gone a long way in increasing or presence in the community. Your group is certainly to be commended.</p> |
| | | Documentation of tours with donors on campus. | 137 tours with 479 attendees. | | |
| <p>Outcome 4: Completed branded college level appeal fact sheets.</p> <p>New website with all pages consistent with brand.</p> <p>Increased social media presence.</p> | 3 | Completed materials. | 138 print and web ads; general brochure, 7 printed fact sheets, and student viewbook completed; 8 pull up banners, general campus banner, window signage for CIL and logo signage created for Mote Marine; | <p>We completed new case statement pages for USFSM as a whole and for each of the colleges for the USF Foundation website, and will make use of them in our Unstoppable campaign. We will also update our existing case statement flyers that are currently used in donor meetings.</p> <p>The new website is now in Phase II of its launch, with a plan to move legacy content</p> | <p>I am very appreciative of the branding that has occurred. Our materials really promote us as a quality institution. I was recently in North Carolina and a local man said that he looked me up on google and loved the u-Tube video that your team did.</p> |
| | | Branded campaigns established. | Launched completely redesigned university website with Content Management System (CMS); mini-site templates created for partnerships, signature events and campaigns; increased # of visits to website by 11%; increased unique number of people who used | | |

| OUTCOMES | Unit Goal | Means of Assessing Outcomes | Assessment Data | Plan Resulting from Analysis of Assessment | Chancellor's Response (Dr. Arthur Guilford) |
|----------|-----------|-----------------------------|--|---|--|
| | | | <p>website by 19%; organized all public event listings into one searchable web calendar; created News section allowing for tagging to internal college pages and search ability. Facebook: Increased number of likes from 2,252 to 2,893; 6,700 interactions and 364 posts. Twitter: 546 new followers, 220 mentions, 128 link click, 94 retweets.</p> | <p>to the Wordpress CMS; build and brand new internal pages and improve SEO with better analytics and reporting. Social media marketing will also become more targeted and responsive to ROI measurements. Creative advertising messages and strategic placement of ads will continue to market USFSM to specific audiences with effectiveness and brand consistency.</p> | |