

**UNIVERSITY OF SOUTH FLORIDA SARASOTA-MANATEE  
UNIT ASSESSMENT PLAN  
2014-15**

<b>UNIT:</b>	<b>University Advancement</b> (Dennis Stover, Regional Chancellor, Assistant Vice President)
<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>GOAL 1 ACCESS:</b> 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><b><u>Teaching &amp; Learning</u></b>          (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>          (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>          (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>GOAL 2 SUCCESS:</b> 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><b><u>Teaching &amp; Learning</u></b>          (2a.) Produce continuous improvement in student outcome measures, 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>          (2c.) Track and promote <b>faculty-developed measures of scholarship</b>.          (2d.) Identify student success predictors.</p> <p><b><u>Public Service &amp; Community Engagement</u></b>          (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 student study abroad. (Aligns with USFSM Goal 1a, 1b, 1c, 1d, 1e)</li> <li>4. Enhance funding appeals with Colleges 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>
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<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>Chancellor's Response</b> (Dr. Sandra Stone)
<b>Outcome 1.</b> Reconfiguration of donors into a relationship management model and secure lead gifts from major donors and foundations.	1,3	Continue to grow and increase new and existing donors with the help of the Fundraising Committee for the Unstoppable Campaign.	2013-14 donors 348 2014-15 donors 551 Increased by 63%	Targeted larger appeals are in the works currently. A \$10M land gift currently pending.	Increasing number of donors commendable. Also, need to increase amounts.
<b>Outcome 2.</b> Solicitations created that follow campaigns for student travel abroad and annual appeals and college/ university needs.	2,3,4	Raise funds for a donor match for student travel abroad.	Donor match of \$40,000 was exceeded by \$10,000 (Clyde Nixon International Business Scholarship) 2014-15 Total Raised = \$90,000	Fundraising goal would have been surpassed if we were able to accept a \$1.8 million outright gift for international scholarship.	We need to continue trying to target donors/potential donors with particular areas of interest on their part that matches need on our part. Our new Strategic Plan will help us identify focus areas for solicitation.
		Complete appeals & total financial results.	Appeals Completed: 1. Brunch = \$391,381 2. HospitaBull = \$62,120 3. Year End Appeals = \$25,060 4. Giving Challenge = \$47,021 5. Vets Masters Scholarship = \$15,000 6. Leopold Joy of Giving = \$32,500 7. Research Science Labs= \$70,000  2013-14 Total = \$2,568,577.00 2014-15 Total = \$1,192,054.00		

OUTCOMES	Unit Goal	Means of Assessing Outcomes	Assessment Data	Plan Resulting from Analysis of Assessment	Chancellor's Response
<p><b>Outcome 3.</b> Donor presence increased on campus.</p>	1,3,4,5	Set attendance records at 6 events minimum.	144 events on campus 6,090 people in attendance.	Campus tours during 2014-15 were low due to hosting 6 welcome events for Dr. Stone with 312 attending. We also helped book many off site one on one meet and greets for Dr. Stone.	Our 40 <sup>th</sup> anniversary celebration event will help increase the events and visitors on campus. We will also have other opportunities to host campus events as we implement our Strategic Plan.
		Document tours with donors on campus.	2013-14: 137 tours with 479 attendees.  2014-15: 75 tours with 136 attendees.  Decrease by 54%		
<p><b>Outcome 4.</b> Completed annual branded college level appeal fact sheets that match Dean's needs.</p> <p>Continue to work on branded secondary pages of the website</p> <p>Increased social media presence.</p>	3,4	Complete materials.	Fact sheets created for each college	We will develop a marketing and communications plan that follows the new strategic plan as it is approved going forward.	New staff and reorganization of Marketing and Communications is increasing our exposure. Tampa's Marketing and Communications Office is also helping with video and print materials. We will see more activity this next year with the kick-off of our new Strategic Plan and 40 <sup>th</sup> anniversary celebration.
		Branded secondary pages established.	Web analytics <ul style="list-style-type: none"> <li>• 1,586,317 page views on the website this year</li> <li>• 650,352 website visitors</li> <li>• 34,730 visits to the newly created program pages</li> <li>• Increased Facebook following by 23 percent</li> <li>• Increased Twitter followers by 34 percent</li> <li>• Increased Instagram followers by 111%</li> <li>• 593 print, web, TV and social media hits from October to May</li> </ul> Earned media mentions on events and stories.		