

**UNIVERSITY OF SOUTH FLORIDA SARASOTA-MANATEE  
UNIT ASSESSMENT REPORT  
2015-16**

<b>UNIT:</b>	<b>University Advancement</b> (Dennis Stover, 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>2015-20 USFSM STRATEGIC PLAN GOALS:</b>	<p><b>STRATEGIC GOAL #1: Student Success</b> Ensure student retention, timely completion, employment success, and student satisfaction.</p> <p><b>STRATEGIC GOAL #2: Campus Life</b> Foster an intentional culture of campus engagement.</p> <p><b>STRATEGIC GOAL #3: Intentional Enrollment Management</b> Strategically recruit and retain students by growing existing programs and creating new programs of strategic emphasis or demonstrated demand.</p> <p><b>STRATEGIC GOAL #4: Teaching and Learning</b> Explore and implement innovative technologies and pedagogical methods that increase student engagement in the learning process and improve student learning outcomes.</p> <p><b>STRATEGIC GOAL #5: Scholarly Activity</b> Recognize and support diverse faculty and student research activities.</p> <p><b>STRATEGIC GOAL #6: Community Engagement</b> Build and be known for a community engagement identity in partnership with a variety of organizations throughout the service area.</p> <p><b>STRATEGIC GOAL #7: Resources</b> Preserve, grow, and diversify the human, physical, financial, private, and other resources, aligning them to support the strategic goals.</p>
<b>UNIT GOALS:</b>	<ol style="list-style-type: none"> <li>1. Expand student and faculty resources that align with 2020 strategic plan (USFSM Goals 2,4,5,7; Strategies 2.1, 2.4b, 2.7, 4.4, 5.1,7.7)</li> <li>2. Expand college level programs and two new support functions of global studies and community engagement (USFSM Goals 3,4,7: Outcomes 3.1, 3.2, 3.8, 3.9a, 4.7, 7.3, 7.4, 7.7, 7.8)</li> <li>3. Build new campus infrastructure, technology and enhance visibility (USFSM Goals 3,4,7; Outcomes 3.1, 4.4, 7.3, 7.4, 7.7, 7.11, 7.12)</li> </ol>

OUTCOMES	Unit Goal	Means of Assessing Outcomes	Assessment Data	Plan Resulting from Analysis of Assessment	Chancellor's Response (Dr. Sandra Stone)
<b>Outcome 1.</b> Secure gifts that expand student programs and build new programs and expand infrastructure.	1,2,3	Continue to grow and increase new and existing donors with the help of the Fundraising Committee for the Unstoppable Campaign. Increased percent of giving by donors.	2013-14 donors <u>348</u> 2014-15 donors <u>551</u> 2015-16 donors <u>475</u> Increased giving by donors from <b>2,163 per gift</b> in 2015 to <b>2,484</b> in 2016	Continue to build ways for donors to step up giving levels so that the overall giving grows. Using target appeals, and good stewardship of existing donors along with larger program asks in 2017 the campus should see marked improvement. We also have a 2-3 transformational gifts in the pipeline.	Not good that number of donors decreased, but good that giving amount increased. Need a more formalized fundraising plan at all levels.
<b>Outcome 2.</b> Create Solicitations that follow campaigns for global studies and annual appeals that meet college/ university program needs	1,2,3	Solicitation results.	SCF Collegiate School Scholarship established. PAInT expansion-United Way Grant \$35,000.	Growing our international travel resources in a direct appeal and as our secondary appeal at Brunch afforded resources to award three times as many awards for summer travel to students then in the previous year.	Target and appeals are helpful in promoting special programs, events, initiative, etc. Not good that amount has decreased over the past two years. Need to review strategies and focus areas.
		Complete appeals & total financial results.	Appeals Completed 1. Brunch by the Bay 2. Finance Lab appeals 3. 40 <sup>th</sup> Anniversary 4. Giving Challenge 5. Faculty Staff Campaign 6. Life Long Learners 7. East Meets West	Veteran collaborative space – Bloomberg - \$60,000.  Modular Labs completed.  Our finance lab appeals are coming to positive outcomes with a naming gift to be	

			<p>8. International Scholarship 9. Alum annual appeal</p> <p>2013-14 Total = \$2,568,577.00 2014-15 Total = \$1,192,054.00 2015-16 total = \$ 1,180,000.00</p>	<p>secured by the end of this fiscal year (\$60,000). Thus building on areas of strategic emphasis in the performance based funding that is now being offered from the Board of Governors.</p> <p>Larger building naming and room naming should increase giving in 2016-17. The case for support with the work from Facilities on the new STEM building layout will be used with donors beginning in Aug. 2016.</p> <p>Rowing team secured \$35,000.</p>	
<p><b>Outcome 3.</b> Donor presence increased on campus and at campus sponsored events.</p>	3	<p>General attendance logs</p>	<p><b><u>139</u></b> events on-campus <b><u>10443</u></b> people in attendance</p>	<p>Capturing the numerous events on campus and providing a speaker to give a welcome at key events is building our community recognition for our degrees and programming. We also hosted 4 Knowledge-A-Bull speakers sessions focusing on 3 of the four current colleges. Next year this will move to Community Engagement and IPPL.</p>	<p>Unclear what numbers represent. What is considered a “tour” and “visit”? Also, all attendees at “tours’ and “visits” may not be donors. It looks like outcome is just increasing number of visitors to campus for a variety of events which is</p>
		<p>Document visits with donors on campus and at campus sponsored events.</p>	<p>2013-14: 137 tours with 479 attendees.  2014-15: 75 tours with 136 attendees.  2015-16: <b>232</b> donor visits with <b>515</b> attendees.</p>		

				<p>40<sup>th</sup> Anniversary and expanded face to face meeting this year have been very beneficial to our outreach in advancing the campus to existing and new donor prospects.</p> <p>Having our volunteer fundraising committee split into areas of focus has helped us expand our outreach to donors.</p>	good, but just need to be clear.
<p><b>Outcome 4.</b> Completed annual branded college level appeal fact sheets that match Dean's needs.</p> <p>Increased social media presence.</p> <p>Increased student recruitment promotions and campaigns</p>	1,3	Complete materials.	Materials <b>286</b>	<p><b>286 new</b> marketing materials have been created this year. Each college Dean participated in creating new donor related fact sheets.</p> <p>Reaching more people has been effective in growing our recognition in our service area. A targeted campaign to student centric markets has added in getting the recruitment message in front of our prospective students. Increasing funding for this specific campaign from Performance funding is proving to be successful but</p>	Good job in developing new materials and in getting more visibility across a variety of media outlets. I have received many compliments on both materials and increased visibility by community members.
		Result of promotions and campaigns	<p>Data reports</p> <p>Our Advertising reach was 4.3 Million</p> <p>Grew Facebook audience by 24% 1,289 New Likes</p> <p>Grew twitter audience by 22% 829 new followers</p> <p>957 Media Hits during this fiscal year</p>		

				<p>not sustainable due to one time funding.</p> <p>We have made great progress in getting stories and news briefs in print. This was a result of a focused person providing stories of our accomplishments to the press outlets on a daily basis.</p>	
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**Dr. Stone's Response**

With the retirement of the Chief Advancement Officer, we will be conducting a review of this unit to determine how best to structure, staff and fund this functional area to best meet the needs of the University.