

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

**2016-17 Plan Incomplete/Current Search for Assistant Vice President of Advancement**

<b>UNIT:</b>	<b>University Advancement</b> (XXX, 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; Outcomes 2.1, 2.2, 2.4(b)?, 2.7, 4.4, 5.1(a)(c), 5.3, 7.7)</li> <li>2. Expand college level programs and two new support functions of global studies and community engagement (USFSM Goals 3,4,6,7; Outcomes 3.1-3.2(a)(b), 3.3-3.9(d)(e)(h), 4.7, 6.1, 7.3(a)(b), 7.2, 7.7, 7.8)</li> </ol>

3. Build new campus infrastructure, technology and enhance visibility (USFSM Goals 3,4,7; Outcomes 3.1-3.2(a)(b), 4.2, 7.2, 7.3(a), 7.7)					
OUTCOMES	Unit Goal	Means of Assessing Outcomes	Assessment Data	Plan Resulting from Analysis of Assessment	Chancellor's Response (Dr. Sandra Stone)
<i>Develop a formalized fundraising plan at all levels.</i>					
<b>Outcome 1. .</b> Secure gifts that <ul style="list-style-type: none"> <li>Expand student programs in areas of strategic emphasis: <b>Education, Biology, Engineering 2+2</b> . . .</li> <li>Build new programs. . .</li> <li>Expand infrastructure of <b>student-friendly space, academic space (STEM).</b> . .</li> </ul>	1,2,3	Increase new and existing donors by ___% and increase giving by ___% in targeted areas through  <i>(Note: % increases to be defined by annual program and unit assessment reports budgetary needs.)</i> <ul style="list-style-type: none"> <li>Targeted appeals</li> <li>Larger program asks</li> <li>Transformational gifts</li> <li></li> <li></li> </ul>	<b>Total Giving</b> 2013-14      \$2,568,577.00 2014-15      \$1,192,054.00 (-54%) 2015-16      \$ 1,180,000.00 (-1%) 2016-17 <i>See Note</i>  <b>Number of Donors and % Change</b> 2013-14 <u>348</u> 2014-15 <u>551</u> (+58%) 2015-16 <u>475</u> (-14%) 2016-17  <b>Gift Average and % Change</b> 2014-15      \$2,163 2015-16      \$2,484 (+15%) 2016-17  <b>Gift Allocation by Area:</b> Strategic emphasis  New programs  Infrastructure		

<p><b>Outcome 2.</b> Use targets and appeals to promote special programs, events, initiatives, etc.</p> <p>Global studies Student research grants Minority scholarships ...</p> <hr/> <hr/>	1,2,3	<p>Solicitation results</p> <p>Direct appeals</p> <p>Decondary appeals</p> <p>Naming gifts</p> <p>Larger building names</p> <p>Stem building layout</p>	<p><b>Direct appeals</b></p> <p>2015-16 Global Studies \$_____</p> <p><b>Secondary appeals</b></p> <p>2015-16 Global Studies \$_____</p>		
		<p>Appeals &amp; financial results</p>	<p>Appeals Completed, Target &amp; Amt. Raised</p> <ol style="list-style-type: none"> <li>1. Brunch by the Bay (Global Studies)</li> <li>2. Finance Lab appeals (Finance)</li> <li>3. 40<sup>th</sup> Anniversary</li> <li>4. Giving Challenge</li> <li>5. Faculty Staff Campaign (Scholarships?)</li> <li>6. Life Long Learners</li> <li>7. East Meets West (Global Studies)</li> <li>8. International Scholarship (Global Studies)</li> <li>9. Alum annual appeal</li> </ol>		

<p><b>Outcome 3.</b> Increase <b>donor</b> presence on campus and at campus sponsored events to increase the number of donors and average gift amount.</p>	3	<p>Track number of attendees by type (visitor, donor, etc.) in attendance logs and track data for correlation between type of visit, number of visits, and resulting gift amounts.</p>	<p><i>Totals:</i>  <u>139</u> events on-campus  <u>10443</u> <b>people</b> (donors?) in attendance</p> <p><i>Disaggregated Data by type of visit</i></p> <p>Key events with speaker</p> <p>Knowledge-A-Bull Speakers (moving to CE Plan?)</p> <p>Face-to-Face</p> <p>Focused fundraising events</p> <p>Volunteer committee events</p>		
		<p>Document visits with donors on campus and at campus sponsored events and disaggregate data.</p>	<p>2013-14: 137 <b>tours</b> with 479 attendees.  2014-15: 75 <b>tours</b> with 136 attendees.  2015-16: 232 <b>visits</b> with 515 attendees.</p>		

<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 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>	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 <b>4.3 Million</b></p> <p><b>Grew Facebook audience by 24% 1,289 New Likes</b></p> <p><b>Grew twitter audience by 22% 829 new followers</b></p> <p><b>957 Media Hits during this fiscal year</b></p>		

**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.