

Institutional Effectiveness Report (2003-04)

Unit: University Advancement – Alumni and Advancement Services

Expanded Statement of Institutional Purpose	Administrative Objective/Expected Results	Assessment Criteria and Procedures	Assessment Results	Use of Results
<p>Goal 8: To increase funding sources in order to maintain and expand programs and services of the university, as well as to ensure professional development of all personnel.</p> <p>Mission Statement for the Division: The mission of the Division of University Advancement is to enhance the image of Columbus State University, to cultivate friends and supporters of Columbus State University, and to raise funds to support and enhance the programs of Columbus State University.</p>	<p>1. Increase Alumni donations to support scholarships, faculty and staff development, and equipment purchases.</p> <p>2. Hold fund-raising and friend-raising events to raise money for Alumni Association Scholarships.</p>	<p>1.a. Alumni gifts are received by Advancement Services and accounted for using generally accepted accounting standards.</p> <p>1.b. Count letters sent to non-donor alumni in selected professions and count donations received in response.</p> <p>1.c. Count donations from ICAPP alumni.</p> <p>2. Count the fund-raising events and total monies raised.</p>	<p>1.a. Total alumni Annual Fund were \$279,044, a slight increase. Alumni Capital Campaign gifts in 2003-04 were \$722,420.</p> <p>1.b. Letters were sent to 57 ICAPP alumni resulting in \$105 in new donations from 3 alumni.</p> <p>1.c. New donations of \$640 from 16 ICAPP alumni were received as a result of the phonathon.</p> <p>2. Held the third annual Lunch with Santa, the Art Auction, and the Golf Tournament, which together raised \$14,124.89 for the Alumni scholarship funds, a 42% increase. Lunch with Santa was very successful due to the partnership with the Theatre Department, and the Golf Tournament was very successful because additional sponsors.</p>	<p>1.a. Increase alumni annual fund donations to \$290,000 and the number of alumni donors by 10% to 2,200.</p> <p>1.b. Coordinate targeted alumni non-donor solicitations with a CSU college.</p> <p>1.c. Implement a department phonathon in coordination with a CSU college in FY 05.</p> <p>2. Continue to refine fund-raising events, to include continuing the Lunch with Santa partnership with the Theatre Department.</p>

	<p>7. Cross-training in Advancement Services</p>	<p>7. Evaluate the abilities of staff to perform tasks primarily assigned to other staff members.</p>	<p>7. Other staff members can process and run checks, make deposits, and enter gifts. With the addition and training of another accountant, another staff person can perform accounting functions.</p>	<p>7. More timely reports, check, and gift processing.</p>
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Institutional Effectiveness Report (2003-04)

Unit: University Advancement - Development

Expanded Statement of Institutional Purpose	Administrative Objective/Expected Results	Assessment Criteria and Procedures	Assessment Results	Use of Results
<p>Goal 8: To increase funding sources in order to maintain and expand programs and services of the university, as well as to ensure professional development of all personnel.</p> <p>Mission Statement for the Division: The mission of the Division of University Advancement is to enhance the image of Columbus State University, to cultivate friends and supporters of Columbus State University and to raise funds to support and enhance the programs of Columbus State University.</p> <p>Goal 8: To increase funding sources in order to maintain and expand programs and services of the university, as well as to ensure professional development of all personnel.</p>	<p>1. Maintain giving to the annual fund at \$1.15 million for academic programs, faculty development and student scholarships.</p> <p>2. Increase number of annual fund donors by 10% both individual and corporate donors.</p> <p>3. Expand the Tower Society membership by 15%</p>	<p>1. Annual fund gifts are received by Advancement Services and accounted for using generally accepted accounting standards.</p> <p>2. Count number of donors in each category of annual fund giving.</p> <p>3. Count number of Tower Society members and total donations from Tower Society members.</p>	<p>1. As of June 15, 2004, \$1,166,029 has been raised. We expect exceed this total before June 30, 2004.</p> <p>2.a. Total annual fund donors in FY04 are 4277, a 6% increase.</p> <p>2.b. Total faculty/staff annual fund donors are 509, a 4.7% increase.</p> <p>2.c. Total corporate donors are 448, the same as FY03.</p> <p>3. Tower Society membership grew by 6 members, a 5.6% increase. Tower Society giving was \$160,780.77, a 5.7% increase.</p>	<p>1. Use the total to determine the goal for 2004 – 2005.</p> <p>2. a. Continue to identify and cultivate new donors.</p> <p>2. b. Continue program of incentives and frequent updates to faculty and staff and rewarding 100% departments as well as matching faculty and staff contributions.</p> <p>2. c. Continue to identify and cultivate new donors.</p> <p>3. Continue to grow Tower Society membership and donations.</p>

<p>Goal 4: To increase the visibility of the university in the community, region, state, nation and other counties.</p>	<p>4. Increase funds raised through CSU Day to \$70,000 and increase the number of donors, thereby increasing the number of CSU Day signs out in the community.</p> <p>5. Expand volunteer appreciation and recognition activities.</p> <p>6. Host effective events for the University.</p> <p>7. Have 90% (\$72 million) of the \$80 million capital campaign goal by June 30, 2004</p>	<p>4. Count CSU donations received and number of donors.</p> <p>5. Evaluate volunteer appreciation activities.</p> <p>6. Evaluate events with both written evaluations and at evaluation meeting soon after they occur.</p> <p>7. Count gifts and pledges received by June 30, 2004.</p>	<p>4.a.CSU Day donations increased to \$75,730, a 4.2% increase</p> <p>4. b. CSU Day donors increased to 1597, a 6.3% increase.</p> <p>5. All annual fund steering committee members, trustees, and capital campaign leadership volunteers were recognized during December for their service to the university. Volunteer recognition week will recognize 160 volunteers and will include new capital campaign volunteers.</p> <p>6. Evaluated the following University events with written evaluations and meetings, Annual Fund Kick-off, CSU Day breakfast and CSU Day.</p> <p>7. Total gifts and pledges as of June 30, 2004 are \$76,985,031.</p>	<p>4. Retain effective team captains and volunteers and recruit more captains and volunteers.</p> <p>5. Retain effective volunteers and cultivate new volunteers.</p> <p>6. Continue to refine and improve events in all areas, including location, program, food, invitation lists and effectiveness.</p> <p>7. Continue efforts to meet and exceed the capital campaign goal.</p>
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	<p>8. Promote planned giving awareness among the trustee board and community utilizing the Planned Giving Sub-Committee of the Board of Trustees</p>	<p>8. Count the number of calls made to the trustees and the number of new planned gifts established and documented.</p>	<p>8. 29 calls on trustees have been completed. 10 trustees agreed to include, or confirmed that they had already included CSU in their estate plans. All others agreed to consider the option.</p>	<p>8. Continue to pursue visits with other trustees, then move to other groups close to the university. Set as a goal for the sub-committee for next year of obtaining documentation for the file on each trustee who has included CSU in their plans.</p>
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Institutional Effectiveness Report (2003-04)

Unit: University Advancement – Public Relations

Expanded Statement of Institutional Purpose	Administrative Objective/Expected Results	Assessment Criteria and Procedures	Assessment Results	Use of Results
<p>To increase the visibility of the university in the community, region, state, nation and other countries. (Institutional Goal #4)</p> <p><u>Mission Statement for Department</u></p> <p>The Office of Public Relations is responsible for a variety of activities to enhance the visibility and to accurately project the image of Columbus State University. This is done through frequent interaction with a variety of campus and off-campus constituencies and through the judicious use of a variety of communications.</p>	<ol style="list-style-type: none"> 1. Explore the processes and costs involved with developing a universitywide brand and marketing plan. 2. Upgrade CSU Web site and continue to increase usability and quality of the Web site. 3. Help plan for move of art and theatre downtown and assist in community relations and promotion surrounding the move. 	<ol style="list-style-type: none"> 1. Devise a proposal, solicit advice from professionals, solicited input from individual focus groups of alumni, faculty, parents, prospective students and current students. Also worked with an on-campus committee of 35 people before putting proposal out to bid. 2. Evaluate all phases of the Web site, recommend improvements, and refine where possible. 3. Monitor news media and community reports for arising issues, seek out opportunities for promotion. 	<ol style="list-style-type: none"> 1. With help from business services and enrollment services, put out a proposal for new recruitment materials and sifted through more than 50 offers. Selected a firm from Atlanta. 2. Constant monitoring of Web site and comparisons with other sites and published materials. Also had the upper level pages reviewed by student intern, who made suggestions on changes. 3. Assisted with presentation of the plans to several community groups to alleviate and address various concerns surrounding the project. 	<ol style="list-style-type: none"> 1. Recruitment package and subsequent product (recruitment materials) gives Public Relations a jumping off point for developing universitywide marketing guidelines. 2. Process continues. Graphic standards have been developed and a new Web oversight committee is beginning to look and overall design of the Web structure. 3. City and Board of Regents have approved the move downtown; community is excited about the project. Additional promotional opportunities being sought.

	<p>4. Continue to support capital campaign.</p> <p>5. Aid, wherever possible, the process of accreditation of the D. Abbott Turner College of Business.</p>	<p>4. Met regularly with campaign and development staff to identify stories of local and regional interest.</p> <p>5. With accreditation designated a university objective; frequent meetings with business leadership provided support for the process.</p>	<p>4. Public Relations produced a glossy campaign newsletter mailed to all donors, in addition to writing and releasing at least 15 stories related to the capital campaign.</p> <p>5. Office of public relations paid for temporary signage in the new Center for Commerce and Commerce and Technology, met with the accreditation team, helped with graphical support and set up press conference and designed and printed announcements upon award of accreditation.</p>	<p>4. As well as information and good will created, one donor credited the campaign newsletter with prompting the foundation's gift of \$500,000.</p> <p>5. Supporting an academic unit is not only one of the office's priorities, it showed that our office can provide support on an academic objective, as well as capitalize on a met objective with good publicity for the university.</p>
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