

Institutional Effectiveness Report (2004-05)

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>3. Complete the Capital Campaign solicitation in the Atlanta area, and hold another Atlanta area gathering.</p>	<p>1.a. Alumni gifts are received by Advancement Services and accounted for using generally accepted accounting standards.</p> <p>1.b. Implement a department phonathon in coordination with a CSU college in FY 05.</p> <p>2. Count the fund-raising events and total monies raised.</p> <p>3. Count the number of Atlanta alumni activities.</p>	<p>1.a. Total alumni Annual Fund were \$303,311, a 8.7% increase. Alumni Capital Campaign gifts in 2004-05 were \$1,092,166 from 202 alumni.</p> <p>1.b. Meetings were held with the Dean of the College of Business in preparation for a College of Business phonathon. These plans were put on hold until the completion of the IDC calls for the Capital Campaign.</p> <p>2. Held the fourth annual Lunch with Santa, the Art Auction, and the Golf Tournament, which together raised \$8,734.92 for the Alumni scholarship funds.</p> <p>3. An Atlanta area planning session and an Atlanta area meeting were held. Capital campaign solicitation of Atlanta alumni continues.</p>	<p>1.a. Increase alumni annual fund donations to \$325,000 and the number of alumni donors by 10% to 2,200.</p> <p>1.b. Convene a focus group of College of Business alumni to determine the best way to contact them and get them to donate to CSU.</p> <p>2. Continue to refine fund-raising events, to include continuing the Lunch with Santa partnership with the Theatre Department, and the Golf Tournament partnership with Athletics.</p> <p>3. Complete Capital Campaign activities with Atlanta alumni by October 2005.</p>

<p>Goal 4: To increase the visibility of the university in the community, region, state, nation and other countries.</p> <p>Goal 9. To make an institutional commitment to action and accountability.</p> <p>Mission Statement of the Department: The mission of the Advancement Services Department is twofold: to provide the means for good stewardship of gifts to the university and to account for funds held by the CSU Foundation, Foundation Properties, Alumni Association, and Athletic Fund.</p>	<p>4. Continue to provide alumni volunteers for CSU recruitment activities.</p> <p>5. Complete the FY 04 audit to meet the deadlines of the Board of Regents</p> <p>6. Revise endowment/restricted fund policies.</p> <p>7. Revise gift entry, acknowledgement, and check-writing procedures.</p>	<p>4. Count the number of recruitment events supported by the Alumni Office.</p> <p>5. Evaluate the date of the completion of the audit.</p> <p>6. Evaluate the guidelines and endowment fund spending.</p> <p>7. Evaluate the abilities of staff to perform tasks primarily assigned to other staff members.</p>	<p>4. Provided greeters for 4 Visitation Days, refreshments for 2 graduations and the middle School Science Olympiad.</p> <p>5. The audit was completed and all information was provided to the CSU accounting office in time for them to meet the October 15, 2004 Board of Regents deadline.</p> <p>6. New guidelines were approved October 21, 2004. Only one endowment was overspent in 2004-2005, and this was corrected prior to the end of the fiscal year.</p> <p>7. New procedures were implemented. Other staff members can now process and run checks, make deposits, and enter gifts.</p>	<p>4. Initiate activities involving incoming and current students to introduce them to Alumni Association activities.</p> <p>5. The fiscal year for the Foundation, Properties, the Alumni Association, and the Athletic Fund was changed to facilitate the timely completion of the audit in future years. The auditor report was also used to justify the addition of staff members in the Advancement Services Office.</p> <p>6. Continue proper stewardship of endowment/restricted funds.</p> <p>7. More timely reports, check, and gift processing.</p>
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Institutional Effectiveness Report (2004-05)

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>1. Increase annual fund goal by \$50,000.</p> <p>2. Increase number of donors to annual fund by 5%.</p> <p>3. Increase number of donors to CSU Day by 5%.</p> <p>4. Raise \$70,000 through CSU Day campaign.</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 giving.</p> <p>3. Count number of CSU Day donors.</p> <p>4. Total donations to CSU Day.</p>	<p>1. As of June 30, 2005, \$1,308,008 has been raised; goal has been met.</p> <p>2a. Total annual fund donors in FY05 to date are 4245, which is 32 less than last year.</p> <p>2b. Total faculty/staff annual fund donors are 445: a 12.5% decrease.</p> <p>2c. Total corporate donors are 506: a 12.9% increase.</p> <p>3. CSU Day donors rose from 568 to 713, a 25% increase.</p> <p>4. CSU Day donations totaled \$76,169.</p>	<p>1. Use the total to determine the goal for 2005– 2006.</p> <p>2. Continue to identify and cultivate new donors.</p> <p>2b. Reinstate program of incentives and frequent updates to faculty and staff and rewarding 100% departments. Continue matching faculty and staff contributions.</p> <p>2c. Continue to identify and cultivate new corporate donors.</p> <p>3. Continue to identify and cultivate new CSU Day donors.</p> <p>4. Continue to identify and cultivate new CSU Day donors.</p>

<p>Goal 8 and Goal 4: To increase the visibility of the university in the community, region, state, nation and other countries.</p>	<p>5. Increase number of Tower Society members by 10.</p> <p>6. Increase number of Founders Society members by 5%.</p> <p>7. Increase unrestricted giving by 10%.</p> <p>8. Publish two editions of the Legacy Society Newsletter</p> <p>9. Continue cooperation with four other non-profits in the area to host planned giving seminar for professionals.</p> <p>10. Contact all CSU Foundation Trustees to encourage them to consider a planned gift.</p> <p>11. Achieve and exceed the</p>	<p>5. Count number of new Tower Society members.</p> <p>6. Track increase in number of Founders Society members.</p> <p>7. Track unrestricted donations to FY05 annual fund.</p> <p>8. Count the number of editions.</p> <p>9. Evaluate cooperative efforts.</p> <p>10. Count the number of calls made to the trustees and the resulting planned gifts.</p> <p>11. Track the gifts and</p>	<p>5. As of June 30, 11 new Tower Society members have been recruited.</p> <p>6. As of June 30, the Founders had increased by 7%.</p> <p>7. As of June 30, 2005, \$478,306 has been raised: a 3.7% increase.</p> <p>8. First issue scheduled for September 2005</p> <p>9. Successful forum held in October 2004. A session for families held at The Columbus Museum and a session held for professionals at Elizabeth Bradley Turner Center. Direct mail and free publicity generated through radio and newspaper stories.</p> <p>10. Contacts made with 33 Trustees (some already have planned gifts), resulting in 22 agreeing to consider including CSU in their estate plans and 11 Trustees agreeing to include CSU in their plans.</p> <p>11. Met and exceeded \$80</p>	<p>5. Continue to grow Tower Society membership and donations.</p> <p>6. Continue to identify and cultivate new Founders Society members.</p> <p>7. Continue to market and emphasize the critical nature of unrestricted funds.</p> <p>8. Schedule the newsletters to educate prospective donors.</p> <p>9. Plan a fall 2005 planned giving forum, also in cooperation with other local non-profits.</p> <p>10. Follow-up with trustees who are considering a planned gift.</p> <p>11. Provide funding for all</p>
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	<p>\$80M Capital Campaign goal.</p> <p>12. Plan and execute Capital Campaign Victory Celebration.</p>	<p>pledges received by June 30, 2005.</p> <p>12. Evaluate the progress of planning for the celebration.</p>	<p>million goal. Raised goal to \$85 million and have exceeded this goal. Contracted with a marketing firm (IDC) to complete Alumni division and Friend donors.</p> <p>12. Three celebrations are being planned for September and October 2005.</p>	<p>Capital Campaign projects.</p> <p>12. Execute the celebrations to recognize and thank our donors.</p>
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Institutional Effectiveness Report (2004-05)

Unit: University Advancement – Public Relations

Expanded Statement of Institutional Purpose	Administrative Objective/Expected Results	Assessment Criteria and Procedures	Assessment Results	Use of Results
<p>Goal 4: To increase the visibility of the university in the community, region, state, nation and other countries.</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. Take the branding look and messages created last year for the recruitment of new students and expand those concepts into a universitywide brand. 2. Provide support for smooth transition to new campus portal coming online this fall. 3. Work closely with team developing a new downtown art and theatre campus to keep key audiences and the public aware of progress. 	<ol style="list-style-type: none"> 1. Break down the materials developed for recruiting and set up a system of rules and recommendations for other uses on campus. 2. For portal transition, a marketing plan was developed to keep the important messages in front of faculty, staff and students. 3. Public relations director was appointed early on as main spokesman on this project. Foundation Properties included him in meetings and requested he speak on the project to the media. PR was also consulted on plans to deal with signage and governing bodies. 	<ol style="list-style-type: none"> 1. A short version and a long version of the university’s marketing guidelines was established, posted on the Web and distributed to campus marketers. 2. Coordinated e-mails, table tents, posters, flyers, etc. were developed to announce the coming portal and provide consistent look and information. 3. Four news stories were released to the media giving information in various stages about the project. A “groundbreaking” was held. Signage announcing the project and road closings was installed 3 weeks before Bay Avenue closed. The Façade Board passed, unanimously, both the conceptual plan and the detailed plan for the project. 	<ol style="list-style-type: none"> 1. The results of the marketing guidelines and our branding can be seen in a variety of brochures from Enrollment Services, ads from Continuing Education, the alumni magazine and on the university’s Web page. 2. The new CougarNet portal transition went as smoothly as possible. We heard of no one who did not know this change was coming. 3. Detailing the widespread support, or at least knowledge of, the project has been useful and more community awareness is sought. A PowerPoint update of the project has been developed and shown to Sertoma Club, Rotary Club, CSU Alumni Board, Board of Regents and other smaller groups.

	<p>4. Continue working on the university's Web site, making it easy to use and useful in terms of information and services provided, and reflective of the university and its brand.</p>	<p>4. Keep up with complaints, make corrections when noted, update material, work with CINS to develop design guidelines and Web procedures manual.</p>	<p>4. Constant monitoring and updating of Web site, and comparing with other sites and published materials. Ensure Web hits continue to rise. In June 2004, we had 28,983 unique visitors and about 3.5 million hits. In June 2005, we had 36,831 visitors and 4.6 million hits.</p>	<p>4. Increased use and effectiveness of Web site has led to a project with Enrollment Services to get an outside consultant to help with navigability of the home page, and also the development of a new position in the Public Relations office who will help update Web content.</p>
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