Online Assessment Tracking Database

Sam Houston State University (SHSU) 2014 - 2015

University Advancement

Goal	Reach Performance Goals 🔎		
	Foster professional and personal staff development		
Objective (P)	Performance Goals To Measure Effectiveness 🔎		
	Measurable annual goals set by department leaders to evaluate the activity of their department and staff. The goals reflect the FY15 goals projected in the President's Performance Indicator Report at the start of FY 2015. This objective focuses upon only the most prominent indicators reported by each department in the President's Performance Indicator Report. These are reviewed for progress at several points throughout the year, through reports and individual meetings. At the end of the year a final review is conducted and goals are set for the following year.		
KPI Performance Indicator	Progress Toward Achievement Of Annual Goals 🔎		
	Department leaders review actual performance versus the performance goals that are established for the current fiscal year in the President's Performance Indicator Report. This occurs several times during the year and at the end of the year a final review produces year-end findings. The final review also provides the basis for establishing the goals for the following year.		
Result	Progress Toward Achievement Of Annual Goals		
	As of August 31, 2015, the values achieved in FY 2015 indicate that 57% of the goals set for the division or exceeded expectations.		

Objective (L)	Provide Ongoing Training And Support For Staff $ earrow$	
	Provide staff opportunities for professional development, training for continuing education, professional and personal growth	
Indicator	Annual Participation In Professional Development 🔎	
	FY 2015 participation by staff and directors in professional conferences, seminars, or other related training will be monitored through the use of Human Resources, Talent Management software. Beginning January 2014 a new policy was enforced that would require all staff employees to complete a specific number of hours of professional development and job-related training annually. Counts and the percentage of staff involved in professional development will be calculated.	

Criterion	Directors And Other Staff Will Attend At Least One Development Program 🔎	
	The majority the division staff will attend development programs, activities, or on-line training in their professional area.	
Finding	Assoc. V.P's, Directors And Staff Participated In Professional Training P	
	98% of all staff met the requirements set by Human Resources for professional development. 48% of the staff attended external conferences specific to their position at the university.	

Objective (P)	Retain A Quality Staff Through Positive Work Environment \swarrow	
	Retain a quality staff supported by the efforts of the Vice President to create a positive work environment. These efforts will include encouragement of all staff with on-going communication, periodic walk-thrus of departments and interaction with all staff; provision of appropriate work tools; merit compensation based upon performance excellence; delegation of additional authority to deserving employees.	
KPI Performance Indicator	Count Members Of Staff Retained 🔎	
	At the end of the year the total number of University Advancement personnel retained is counted. Reasons for staff departures are reviewed by the Vice President and/or the appropriate Department heads.	
Result	Criterion Met 🔎	
	Eighty-six percent (86%) of the division's staff were retained in FY 2015. The employees which left employment did so for various reasons. Two left for personal reasons, three staff members transferred on campus for a higher salary, and one took a faculty position on-campus.	

Provide Leadership For Securing Private Support For University \swarrow

Vice President for University Advancement will encourage, provide advice, and meet with Associate Vice President for Development

Goal

Objective (P)	Meet Fund-raising Commitments 🔎
	The primary objective this year is to follow-up with major donor commitments those of especially \$10,000 and more that have been made during the the past two fiscal years. In order to lead the division in achieving this objective, the Vice President and Associate Vice President will facilitate the development of strategies with the development officers to target specific donors that made pledge, and to cultivate the continuing interest of individuals who have made planned gifts.
KPI Performance Indicator	Assess The Ongoing Efforts Of Pledges And Commitments P
	Pledges will be monitored and reviewed regularly until the pledge is fulfilled. The fulfillment of pledges will be reflected in the donor record and reported quarterly to the vice president.
Result	Results Of Fulfillment For FY 2015 A total of 73% of the total commitments were paid in fiscal year 2015 and did not meet expections of 100% paid pledges.
Goal	Work With Directors To Enhance Image Of University Vice President for University Advancement and directors plan and execute collaborative image for the University
Objective (P)	Continue To Improve The Standards For Publications, Social Media, And Events 🔎
	The Division has been engaged in an ongoing concerted effort to improve the use of social media and the quality of its publications and events, and this effort continues in 2014-2015.
KPI Performance Indicator	Annual Awards Competition Of The Council For The Advancement & Support Of Education 🔎
	The Advancement Division submits publication materials (articles, photographs, brochures) and documented evidence of the quality of its events (event invitations, printed program, menu, photos of venue and table

printed program, menu, photos of venue and table decorations, attendance numbers, etc) in competition with those of other universities within the Council for Advancement and Support of Education District 4 (Southwestern US). The division tracks the use of various aspects of social media.

Result Met Pe	erformance 🎤
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Three individual competitions entered:

1) AIVA - Ten Silver AIVA W Awards: 100th Season of Football microsite, SHSU Performance Report microsite, and Texas Invasive Species Institute website. Four Silver AIVA Communicator Awards: "Happy Holidays!" and "Founders Day".

2) Telly Awards - Five Bronze Awards "Happy Holidays!" and Five Bronze and one Silver Telly Awards "MySHSU30".

3) CASE Awards - Gold Award for video "Dan Dunn: Leave YOur Mark"; Silver Award for Athletic Photography "Motionless"; Silver Award "Facebook by trhe Numbers"; Silver Award for "Distinguished Alumni Video - Damian Mandola"; Bronze Award for "Heritage Magazine One Line"; Bronze Award for "Founders Day".