University Advancement

Provide Leadership For Securing Private Support For University

Goal Description:

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

RELATED ITEMS -

RELATED ITEM LEVEL 1

Meet Fund-raising Commitments

Performance Objective Description:

The primary objective this year is to follow-up with major donor commitments those of especially $25,000 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.

RELATED ITEM LEVEL 2

Assess The Ongoing Efforts Of Pledges And Commitments

KPI Description:

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.

Results Description:

A total of 8.12% of the total commitments were paid in fiscal year 2017.

Reach Performance Goals

Goal Description:

Foster professional and personal staff development

RELATED ITEMS -

RELATED ITEM LEVEL 1

Provide Ongoing Training And Support For Staff

Learning Objective Description:

Provide staff opportunities for professional development, training for continuing education, professional and personal growth

RELATED ITEM LEVEL 2

Annual Participation In Professional Development

Indicator Description:

FY 2017 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 Description:

The majority the division staff will attend development programs, activities, or on-line training in their professional area.

Findings Description:

18 staff members attended external conferences specific to their position at the university. 26 staff members participated in 2 different webinars specific to their position.

RELATED ITEM LEVEL 1

Performance Goals To Measure Effectiveness

Performance Objective Description:

Measurable annual goals set by department leaders to evaluate the activity of their department and staff. The goals reflect the FY17 goals projected in the President's Performance Indicator Report at the start of FY 2017. 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.

RELATED ITEM LEVEL 2

Progress Toward Achievement Of Annual Goals

KPI Description:

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.

Results Description:

As of August 31, 2017, the values achieved in FY 2017 indicate that 58% of the goals set for the division met or exceeded expectations.

Retain A Quality Staff Through Positive Work Environment

Performance Objective Description:

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.

Count Members Of Staff Retained

KPI Description:

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.

Results Description:

Eighty-five percent (85%) of the division's staff were retained in FY 2017. The employees which left employment did so for various reasons. One Retired, one moved out of town, one transferred on-campus, two for personal reasons, four accepted a position off campus.

Work With Directors To Enhance Image Of University

Goal Description:

Vice President for University Advancement and directors plan and execute collaborative image for the University

Continue To Improve The Standards For Publications, Social Media, And Events

Performance Objective Description:

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 2016-2017.

Annual Awards Competition Of The Council For The Advancement & Support Of Education

KPI Description:

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 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.

Results Description:

Two individual competitions entered:

Telly Awards

- 2 for "Happy Holidays"
- 1 for Bearkat Football - Commercial
- 1 for "Hero's Will Rise" Commercial

CASE Awards

- Class Banner Project and Alumni Program - Gold
- Project and Distinguished Alumni Gala - Gold
- Community Benefit Luncheon for the Good Shepherd Mission - Bronze
- Invasive Species Playing Cards - Bronze
- Let's Talk Invitation - Honorable Mention