

2016-2017 Assessment Cycle VPUA_Development

Mission (due 1/20/17)

University Mission

The University of Louisiana at Lafayette offers an exceptional education informed by diverse worldviews grounded in tradition, heritage, and culture. We develop leaders and innovators who advance knowledge, cultivate aesthetic sensibility, and improve the human condition.

University Values

We strive to create a community of leaders and innovators in an environment that fosters a desire to advance and disseminate knowledge. We support the mission of the university by actualizing our core values of equity, integrity, intellectual curiosity, creativity, tradition, transparency, respect, collaboration, pluralism, and sustainability.

University Vision

We strive to be included in the top 25% of our peer institutions by 2020, improving our national and international status and recognition.

College / Department / Program Mission

College Mission

Provide the college mission in the space provided. If none is available, write "None Available in 2016-2017."

The University Advancement division supports the University of Louisiana at Lafayette by enhancing its image, keeping alumni involved, maintaining accurate information on alumni, donors, and friends of the University, raising necessary funds for professorships, scholarships and important programs, and encouraging a close relationship between the University and the community.

Department / Program Mission

Provide the department / program mission in the space provided. If none is available, write "None Available in 2016-2017".

The Office of Development advances the mission of the University of Louisiana at Lafayette by facilitating private philanthropic support. From establishing scholarships to funding advancements in education and research, donors make a significant impact on our students, faculty, staff, and community.

Assessment Plan (due 1/20/17)

Assessment List (Goals / Objectives, Assessment Measures and Criteria for Success)

Assessment List

Goal/Objective	The backbone of a successful fundraising operation focuses on effective execution of the donor cultivation process where development officer activities and goals can be mapped. This is often referred to as the development or donor cultivation cycle. The process has four phases: Prospect Identification, Cultivation, Solicitation and Stewardship. Development officers will be measured on the number of times they interact with a donor/prospect as it relates to these 4 phases in the donor cycle.
Legends	OO - Outcome/Objective (administrative units);
Standards/Outcomes	

Assessment Measures	Assessment Measure	Criterion	Attachments
	Direct - Activity Volume (Other)	Total number of face-to-face visits with donors/prospects as they relate to the donor cultivation cycle (Prospect Identification, Cultivation, Solicitation, or Stewardship). Face-to-face visits will be tracked in Millennium/Banner by the development officer. Reports are pulled by the Executive Director of Development on a monthly bases to show activity towards goal. 970 face-to-face meetings in FY16/17	
	Direct - Activity Volume (Other)	Total number of proposals to donors/prospects as they relate to the donor cultivation cycle (Prospect Identification, Cultivation, Solicitation, or Stewardship). Proposals will be tracked in Millennium/Banner by the development officer. Reports are pulled by the Executive Director of Development on a monthly bases to show activity towards goal. 125 proposals in FY16/17	

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Goal/Objective	What was the number of undergraduate alumni donors for your institution? Alumni donors are alumni with undergraduate degrees from your institution who make one or more tax-deductible gifts from either themselves or their legal spouse/partner for either current operations or capital expenses during the specified fiscal year. Exclude all soft-credit only contributions – only report on IRS reportable gifts. This number is reported to US News and World Report to include in annual university rankings.		
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	Direct - Existing Data (Other)	Increase Alumni Participation Rate each fiscal year. Donor data is tracked in Millennium each year as gifts come in. In June of every year, the Director of Institutional Research requests a report from the Advancement office to send in a report to US News and World report for the prior fiscal year. The Development Office also monitors this number annually using the same report from Millennium/Banner.	

Results & Improvements (due 9/15/17)

Results and Improvement Narratives

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			giving decreases.		

Reflection (Due 9/15/17)

Reflection

1) How were assessment results shared in the unit?

Please select all that apply. If "other", please use the text box to elaborate.

Distributed via email (selected)

Presented formally at staff / department / committee meetings (selected)

Discussed informally (selected)

Other (explain in text box below)

The Office of Development shared the attachment with the Development Staff, UL Lafayette Foundation Board, President, Provost, and Deans.

2) How frequently were assessment results shared in the unit?

Frequently (>4 times per cycle) (selected)

Periodically (2-4 times per cycle)

Once per cycle

Results were not shared this cycle

3) With whom were assessment results shared?

Please select all that apply.

Department Head (selected)

Dean / Asst. or Assoc. Dean (selected)

Departmental assessment committee

Other faculty / staff

4) What were the measurable or perceivable effects on your current (2016-2017) findings based on prior action plans (created in 2015-2016)?

Overall, the Office of Development set very aggressive goals for FY17 when compared to prior years. Each team member in the Office of Development had individual goals for these metrics and were held accountable toward that goal. Setting individual goals was direct response from the FY16 action plan, and helped the office leap forward in almost all areas.

5) What has the unit learned from the current assessment cycle?

Staff training, increased data resources and funding are crucial to achieving fundraising goals into the future. Some of these needs are outside the scope of Development; however, much is being addressed at a leadership level to overcome these obstacles into the future.

Attachments

Attachments

Upload any supporting documents related to your assessment plans, results, or improvements. Documents may include rubrics, survey questions, reports, etc. There is no limit to the number of documents you can upload.

Click "Select File" to upload document(s)

FY17_Dev_Report_for_LiveText.docx