



FRANCIS MARION UNIVERSITY
 Office of Development
 IE DEPARTMENTAL ASSESSMENT PLAN

ASSESSMENT PLAN PERIOD: July 1, 2018 - June 30, 2019

DEPARTMENTAL MISSION STATEMENT: The office of Development coordinates fundraising activities, administers select university outreach initiatives (including non-profit, local government and executive management training) and supervises community cultural activities (including the Performing Arts Center operations and community festivals). In conjunction with the FMU Education Foundation, the office of Development is responsible for soliciting, acquiring and managing private resources necessary to support university initiatives not funded by other sources.

Goals	Desired Outcomes	Assessment Methods and Procedures	Results	Planned Improvements Based on Assessment Results
<p>To provide opportunities for private scholarship support to FMU students, support for endowed academic chairs for the university, and general support to offset educational and administrative costs at FMU.</p>	<p>Increase scholarship support available through the establishment of new funds, increase in donations, sufficient investment earnings, and the growth of the endowment. Maintain or increase support for FMU by funding endowed chairs and providing funds for academic and administrative functions at a level sufficient to meet the university's growing needs.</p>	<p>The number of new scholarships and the increase in the amount of the endowment funds available for scholarship support. The baseline measures for scholarship support include the number of scholarship awards funded by the FMU Education Foundation, the total amount of awards funded by the FMU Education Foundation, the average amount of the award funded by the FMU Education Foundation. The goal is to increase support in these categories by 2% per year. Mitigating factors include one-time external scholarship offerings and drastic fluctuations in investment valuation, The 2016-17 academic year is used for the baseline measures. Total scholarship and faculty support provided from the Office of Development in coordination with the FMU Education Foundation is a baseline measure as well. This includes general scholarship support, endowed chairs, and salary support, but does not include one-time expenses relating to capital projects, initial program costs, and limited grants. The 2016-17 academic year is used for the baseline measurement.</p>	<p>During the last year, 14 new scholarships have been established through the successful cultivation of sponsoring donors, providing needed support for deserving students. Additionally, the First Generation Fund was established to provide additional support for students who are among the first generation of their families to attend college. In 2017-18, scholarship awards increased by 19% while the average amount of each award decreased by 4%. This is a result of an intentional effort to include more students in the scholarship process. In 2018-19, the number of awards increased by 3% while the average award increased by 8% over the previous year. In 2017-18, scholarship and academic support to the university increased by 1% and met the university's needs in these areas. In 2018-19, the support increased by 5% and met university's needs in these areas.</p>	<p>The Development staff will continue to seek additional sources for new scholarships as well as solicit donations for existing funds so that expanded opportunities for financial assistance are realized. The solicitation campaign for the First Generation Fund will continue during the celebration of FMU's fiftieth anniversary year. An intentional effort will be made to increase the number of awards available for students. The addition of a new Chief Development Officer who does not have as many ancillary responsibilities as in the past will provide more capacity to identify, solicit, and secure the support needed for scholarship and academic programs.</p>



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<p>To promote community vitality by providing leadership & skill -based competency training for community and business leaders within the University's service area.</p>	<p>Strengthen the leadership in non-profit organizations, business enterprises and local government entities through intensive training focused on leadership and skill development.</p>	<p>Engage participants in providing written and verbal assessments for both individual sessions and the overall program with indications of quality, meeting expectations, and suggested improvements.</p>	<p>All programs received positive feedback from participants regarding content and enrollment remains at capacity. Two recommendations to improve the Non-Profit Leadership Institute (NPLI) were provided by participants including increasing the level of continuity between sessions and providing additional training to generate revenue. Participants of both the NPLI and Local Government Leadership Institute (LGLI) requested the sessions be held in a consistent location.</p>	<p>Based upon assessment of these programs, a Director (part time) has been hired to plan, assess, attend, and guide the NPLI for the next year, providing continuity between the sessions and individual presenters. The NPLI and the LGLI will shift operations to the Continuum, a newly constructed cooperative education center, in Lake City that will provide a consistency in location. Feedback from the NPLI and LGLI is resulting in slight modifications to content and presenters. To continue the vitality of these programs, executive leadership will be transferred to the newly created Vice President for Community & Regional Programs next year.</p>
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<p>To provide cultural opportunities for the surrounding region with a focus on performing and regional arts.</p>	<p>Produce and organize performances at the FMU Performing Arts Center featuring national, regional and local performers. Organize an annual festival focused on arts and culture for the community.</p>	<p>Attendance and patron response to performances and activities are gauged to ascertain the type and frequency of performances offered as well as the overall patron experience during the performances and activities. Feedback is solicited from attendees via electronic mail regarding performance and venue.</p>	<p>The scope and type of activities at the PAC meet the needs of the community based upon attendance and patron feedback. While patrons are greatly appreciative of the venue quality, concession offerings have been widened based upon feedback. Multiple events were sold out indicating a continued desire by the community to support the PAC. Arts International remained on the main FMU Campus based upon feedback received last year. Increased attendance indicates the location to have a positive impact. Participants have responded positively to new festival activities introduced during the last year including the boat regatta and pedal cart rally.</p>	<p>The PAC staff continues to assess and book performances based upon the community capacity. The patron experience has been improved with more flexible concessions and offerings. Arts International will continue to be held on campus with increased focus on providing a variety of activities that appeal to students as well as the general community. The addition of new activities including those focused toward students were well received and will be increased in future festivals. To continue the increase in student participation, executive leadership for the Arts International Festival will transfer to the Division of Student Life next year. To increase feedback from the community, executive leadership for the PAC will be transferred to the newly created Vice President for Community & Regional Programs next year.</p>
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<p>To increase support from and engagement by the University Alumni.</p>	<p>Increased number of alumni association memberships and alumni engagement/participation in activities.</p>	<p>Number of Alumni Association memberships, number of alumni donors, attendance at alumni events and engagement of alumni on digital platforms.</p>	<p>During the last year, Alumni Association memberships have increased from 4% due to a concerted effort to recruit current alumni and new graduates into the association. Additionally, efforts to increase participation in homecoming events have resulted in an approximate 47% increase in homecoming tailgate reservations over the previous year and a 425 participants in net new events on the evening prior to homecoming. Alumni engagement on social media has grown as reflected by a 69% growth in the number of Facebook "followers" of the alumni page during the past year.</p>	<p>Based upon the response to both digital and print engagement methods, the Alumni Association is engaging in an expanded effort to promote membership and participation in both platforms, with an intentional focus on social media. Additionally, the office plans to increase the focus to engage alumni during events celebrating the university's 50th anniversary.</p>
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