

## Vice President of University Advancement

Division of the University: Strategic Plan/Cabinet

Administrative Unit Assessment Year Reporting: FY22 (July 2021 – June 2022)

Department and Assessment Report Information Prepared on: 7/31/2022 5:08:05 PM

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**Department Mission and Goals.** The mission and goals of the department should be consistent over a 5-year period, although some institutional changes may necessitate and prompt a change in mission or goals for specific departments. In this section, you will report the mission statement for your department as well as the long-term goals (5-year range) for the department.

<p>6. What is the mission statement for this department/area? Your mission should explain why the department/area exists and who it serves.</p>	<p>Middle Georgia State University Foundation, Inc., is a non-profit corporation committed to stewardship, integrity, excellence, philanthropy, education, and advocacy on behalf of Middle Georgia State University. With diligent and thoughtful direction from the community leaders that embody our volunteer Board of Trustees, the Foundation supports Middle Georgia State's mission by raising, investing, and distribution private dollars to help fund scholarships, classroom and campus enhancements, faculty programs, staff initiatives, capital needs, and collaborative community projects.</p>
<p>7. What are the goals for this department? These should be the "big things" the department/area intends to accomplish within 5 years.</p>	<ol style="list-style-type: none"><li>1. Establish and Organize the Office of Annual Giving</li><li>2. Expand Alumni Engagement Opportunities</li><li>3. Establish Comprehensive and Multi-Year Donor Relations/Stewardship Plan</li><li>4. Establish a Federal Grants Program to Benefit Faculty and Students</li></ol>

## Objectives

**Each year, every department should identify objectives the department hopes to accomplish in the next year. These should align with departmental goals and the MGA strategic plan. In the next section you will be reporting on the objectives you set and whether or not you achieved them in FY22. Later in the document you will report on objectives you hope to accomplish in the coming fiscal year, FY23.**

### Objective 1

8. Objective 1: What was this department's first objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.	Hire a Director of Annual Giving
9. Objective 1: Detail specifically how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	Is a new employee in place
10. Objective 1: What was your target outcome for this objective? (i.e. 80% participation, 5% enrollment growth, 7% change in engagement)	Having a Director of Annual Giving in place and planning solicitations for the year.
11. Objective 1: Provide details for your target performance level established (i.e., accreditation requirement, past performance data, peer program review, etc.)	I worked with HR to draft and post the job description for the Director of Annual Giving. I interviewed 5 candidates virtually and 2 in person. One was hired and started April 1.
12. Objective 1: At what level did the department/area achieve on this objective? (This should be a number, i.e., 82%, 6%, 345 attendees, 75% engagement)	100%
13. Objective 1: Did your department meet this objective?	The department met this objective.
14. Objective 1: Improvement Plans and Evidence of changes based on an analysis of the results: What did your department learn from working toward this objective? What changes will you make based on this effort next year?	The hiring process takes longer than I expect and need to be prepared as I hire other roles. In the next year, this individual will need to establish a solicitation calendar, increase the number of annual solicitations made, and increase the number of smaller gifts made to the MGA Foundation.

## Objective 2

<p>15. Objective 2: What was this department's second objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.</p>	<p>Host more alumni events in cities around Georgia</p>
<p>16. Objective 2: Detail specifically how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)</p>	<p>Number of events held with an alumni focus</p>
<p>17. Objective 2: What was your target outcome for this objective? (i.e. 80% participation, 5% enrollment growth, 7% change in engagement)</p>	<p>50% more events</p>
<p>18. Objective 2: Provide details for your target performance level established (i.e., accreditation requirement, past performance data, peer program review, etc.)</p>	<p>We should have an event per month in cities with a healthy population of MGA Graduates.</p>
<p>19. Objective 2: At what level did the department/area achieve on this objective? (This should be a number, i.e., 82%, 6%, 345 attendees, 75% engagement)</p>	<p>50%</p>
<p>20. Objective 2: Did your department meet this objective?</p>	<p>The department did not meet this objective.</p>
<p>21. Objective 2: Improvement Plans and Evidence of changes based on an analysis of the results: What did your department learn from working toward this objective? What changes will you make based on this effort next year?</p>	<p>I need to push the director more to have these events in place. We need to have more advance notice to alumni for these events. WE need to look at heat maps and see where our alumni populations are high and host events in those cities.</p>

### Objective 3

22. Objective 3: What was this department's third objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.	Revamp the gift acknowledgement process.
23. Objective 3: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	Did we change the type of mail our donors receive after making a gift.
24. Objective 3: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)	Complete revamp of gift receipts/acknowledgments. Donors under \$1,000 receive a gift receipt and a generic card. Donors between \$1,000 and \$4,999 receive the receipt, card and a letter from the VP. Donors more than \$5,000 receive the receipt, card and a letter from the President. Additionally, notes from students can be sent to donors.
25. Objective 4: Provide details for your target performance level established (i.e., accreditation requirement, past performance data, peer program review, etc.)	After a review of current practices, the Stewardship Coordinator created new levels of personalization based on level of gift.
26. Objective 2: At what level did the department/area achieve on this objective? (This should be a number, i.e., 82%, 6%, 345 attendees, 75% engagement)	100%
27. Objective 2: Did your department meet this objective?	The department met this objective.
28. Objective 2: Improvement Plans and Evidence of changes based on an analysis of the results: What did your department learn from working toward this objective? What changes will you make based on this effort next year?	We will look to segment our acknowledgment cards, allowing for a donor to receive a thank you note from the area to which s/he gave.

## Objective 4

<p>29. Objective 4: What was this department's fourth objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.</p>	<p>Have 3 grants under development or submitted.</p>
<p>30. Objective 4: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)</p>	<p>In the number of federal grants the University is pursuing with McAllister and Quinn, a federal grant consulting program.</p>
<p>31. Objective 4: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)</p>	<p>100%</p>
<p>32. Objective 4: Provide details for your target performance level established (i.e., accreditation requirement, past performance data, peer program review, etc.)</p>	<p>Are the grants under development/submitted.</p>
<p>33. Objective 4: At what level did the department/area achieve on this objective? (This should be a number, i.e., 82%, 6%, 345 attendees, 75% engagement)</p>	<p>100% - NOYCE and NEH Dialogs of War are underway. Community Project was submitted.</p>
<p>34. Objective 4: Did your department meet this objective?</p>	<p>The department met this objective.</p>
<p>35. Objective 4: Improvement Plans and Evidence of changes based on an analysis of the results: What did your department learn from working toward this objective? What changes will you make based on this effort next year?</p>	<p>We need to allow for more time for these projects to get ramped up. Some of these grants will need data MGA doesn't yet collect and we may need to look at ways to capture the data through IR or Enrollment.</p>

**Future Plans**

<p>36. Please identify and detail three to four measurable objectives for the next fiscal year. In listing the objectives, please use the format shown in these examples. 1) The Department of X will improve services levels by 5% as measured by our satisfaction survey. 2) The department of X will provide training in ABC for at least 73 MGA faculty and staff.</p>	<p>1. Increase the number of smaller donations (\$1-\$999) made through our Annual Giving Program by 25%                  2. Host at least 25 alumni engagement events around the state.                  3. Provide at least 50 personal stewardship opportunities to MGA Foundation donors.                  4. Cultivate 100 donors in active major gift solicitation.</p>
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**Open Box for Assessment Comments**

<p>37. In this field, please document the overall use of assessment results for continuous improvement of this department area (consider the past, present, and future and specifically address these in your narrative).</p>	<p>This assessment will allow Advancement to track increases (or decreases) in donor and alumni engagement.</p>
<p>38. Optional Open Text Box for Assessment Comments:</p>	<p>As I am a new VP at the institution, these goals were implemented in January 2022 and are still in process. I also did not know this assessment would be requested and did not set measurable target outcomes when crafting my goals. It would be helpful for new employees who have to complete this assessment to have a training early in the orientation process.</p>
<p>42. If the COVID-19 pandemic impacted this assessment cycle, please provide specific details below.</p>	<p>N/A</p>

**MGA’s Strategic Plan**

<p>39. Based on your goals and objectives listed above please indicate their connection with MGA's Strategic Plan (<a href="https://www.mga.edu/about/docs/Strategic_Plan_Overall_DB.pdf">https://www.mga.edu/about/docs/Strategic_Plan_Overall_DB.pdf</a>) by checking all associated and relevant Imperatives / Strategies from the list below. (Check all the apply)</p>	<p>Build Shared Culture 5. Attract talent and enhance employee development and recognition, Build Shared Culture 6. Sustain financial health through resourceful fiscal management, Build Shared Culture 7. Cultivate engagement</p>
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	with its local communities
40. Please indicate which of the following actions you have taken because of the 2021/2022 Assessment Cycle (Note: These actions are documented in reports, memos, emails, meeting minutes, or other directives within the reporting area) (Check all the apply)	Disseminating/Discussing Assessment Results/Feedback to Appropriate Members of the Campus Community, Process Changes: Improve, Expand, Refine, Enhance, Discontinue, etc. Operational Processes, Request for Additional Financial or Human Resources

**Other**

41. Please indicate (if appropriate) any local, state, or national initiatives (academic or otherwise) that are influential in the operations, or goals, and objectives of your unit. (Complete College Georgia, USG High Impact Practice Initiative, LEAP, USG Momentum Year, Low-Cost No-Cost Books, etc.)	N/A
43. Mindset Update (Academic Deans ONLY)	

