

In support of Fredonia's 2019-2022 strategic plan, the **mission** of the **Division of University Advancement (UA)** is to *foster relationships and create opportunities for students and alumni to achieve success.*

The UA Strategic Plan supports the division's mission and challenges it to work towards its **vision** - *to support student success by engaging in philanthropic efforts, developing a comprehensive communications plan, and building strong alumni and community connections that support learning in and out of the classroom.*

With divisional core values of *Relationships, Respect, Inclusiveness, and Success*, UA is committed to *continually evaluating and improving practices in order to hold professionals accountable through the collection and use of assessment evidence.*

To that end, the UA Strategic Plan (2019-2022) has an established goal specific to **Assessment**. This document outlines the **process** for UA Divisional Assessment, the **infrastructure** to be established in support of the process, the **timeline** for the process and expected **outcomes and metrics**.

UA Strategic Plan - 2019-2022 - Goal Four:

In support of Fredonia's Strategic Plan theme of "Growth" and University Advancement core value of "Relationships," the division will develop methods of evidence that define and demonstrate the effectiveness of University Advancement efforts to promote and support student success.

Performance Indicators:

- A. Monitor and assess student, alumni, and public engagement with digital and social media platforms
- B. Assess alumni engagement and giving
- C. Evaluate the effectiveness of outbound communication to alumni
- D. Monitor and assess the quantity of marketing material produced by Marketing and Communications
- E. Assess and communicate philanthropic support to the university
- F. Administer and monitor First Destination Survey responses, tracking recent graduate employment and educational outcomes

UA - Methods of Evidence - DIVISIONAL ASSESSMENT PLAN
Process | Infrastructure | Timeline

Time Frame	Process	Responsible person(s)	Associated Performance Indicators	Outcomes/Metrics
Quarterly/annually	Track receipts of, and report on, Foundation financials and investments	Executive Director Foundation Controller	1B, 3A, 4C, 4D, 4E	<p>Outcome: Make strategic planning decisions to increase receipts and endowment market value</p> <p>Metrics: Quarterly financial and investment reports, comparison reports/data, independent 3rd party audit</p>
Quarterly	Comprehensive campaign progress toward goal tracking	Executive Director Foundation Controller	1B, 3A, 4C, 4E	<p>Outcome: Ensure consistent progress towards goal. Measure progress toward target categories.</p> <p>Metrics: Campaign dashboard. Data comparison and adjust focus as necessary.</p>
Quarterly	Social media and electronic communication tailored to alumni, prospects and donors	Associate Director of Development Director of Development (Planned Giving) Director of Marketing and Communications Director of Alumni Affairs	2D, 3B, 4A, 4B	<p>Outcome: increased traffic and engagement on multiple platforms.</p> <p>Metrics: social media analytics; monitor response and review strategy.</p>

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Spring/Fall 2021	Research wealth indicators online	Director of Development Executive Director	3B	<p>Outcome: Identification of software options to increase prospect and donor pool based on budget options and other factors.</p> <p>Metrics: Comparison data of software, evaluation and recommendations.</p>
Monthly/annually	Tracking growth in donor engagement and charitable giving (major gifts, planned gifts, and annual giving)	Associate Director of Development Directors of Development Executive Director Controller	1B, 2D, 3D	<p>Outcome: Advancing Interaction with prospects and donors. New donor acquisition and increases in annual giving. Analyze and tailor communication based on findings and industry trends.</p> <p>Metrics: Fundraisers monthly progress reports; annual giving comparison report; annual reports across major gift categories.</p>

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Spring, 2020	Beta test and launch of online printing portal for faculty & staff	Director of Marketing and Communications	4C, 4D	<p>Outcome: Successful launch of platform to campus</p> <p>Metrics: Increased use of the platform across all departments</p>
2019-20	Social media analytics	Director of Marketing and Communications	4A, 4C, 4D, 4E	<p>Outcome: Increase in followers to Fredonia's social media channels</p> <p>Metrics: Data from social media platforms</p>
Fall, 2019 and Spring, 2020	<i>Statement</i> postcard for students who graduated less than 10 years ago	UA VP Alumni Affairs Director Director of Marketing and Communications	4B, 4C, 4D, 4E	<p>Outcome: Determine effectiveness of postcard delivery to young Fredonia alumni; report analytics to UA</p> <p>Metrics: Google analytics and website data</p>
Spring, Summer 2020	Beta test and launch of pre-branded storefront for print pieces for campus clients	Director of Marketing and Communications	4B, 4C, 4D	<p>Outcome: Launch of storefront across campus</p> <p>Metrics: Increased use of the platform across all departments</p>

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Spring, summer 2019	<p>Website content/traffic</p> <p>Using Google analytics, review most popular pages on fredonia.edu</p>	Director of Marketing and Communications	4A, 4D	<p>Outcome: Increased pageviews of most important recruitment pages, i.e., majors-programs, visit-tour, apply, apply-financial aid</p> <p>Metrics: Year-to-year comparisons of data</p>
2019-2020	Digital marketing campaigns	Director of Marketing and Communications	4A, 4D	<p>Outcome: Develop an annual ROI on digital marketing campaigns relative to enrollment of first-year students</p> <p>Metrics: Digital marketing campaign analytics</p>
2019-2020	CDO Programs and Services	CDO Director	2A, 2B, 2C, 2D	<p>Outcome: Review program and service data using results to improve student career readiness. Provide recommendations for planning and needs post analysis of data, closing the loop as needed. Report outcomes to Division/Institution</p> <p>Metrics: Survey and usage data from programs and services</p>

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Spring 2020	Job and Internship Expo	CDO Director	2A, 2B, 2C, 2D	<p>Outcome: Completed annually in March. Conduct post event surveys. Review assessment data and use for planning.</p> <p>Metrics: Expo reports and assessment data; participant surveys</p>
Fall 2019, Spring 2020	Network on the Go	CDO Director	2A, 2B, 2C	<p>Outcome: Provide opportunities for students to engage with employers in a safe environment; provide recommendations for planning post analysis of data</p> <p>Metrics: Engagement reports and post event surveys</p>
2019-2020	FREDNetwork Handshake Platform	CDO Director	2A, 2B, 2C, 2D	<p>Outcome: Review student, alumni and employer assessment data. Make recommendations and updates</p> <p>Metrics: Handshake CSM data</p>

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2019-2020	Recruitment and Interviewing	CDO Director	2A, 2B, 2C, 2D	<p>Outcome: Review candidate and employer evaluation comparison data and conduct needs analysis. Adjust program and service emphasis accordingly.</p> <p>Metrics: Recruitment reports, Spotlights, and job fair data</p>
2019-2020	Internship Program	CDO Director Internship Coordinator	2A, 2B, 2C	<p>Outcome: Ensure Learning Contracts are completed for all credit-bearing internships, with educational objectives aligned to institutional goals. Provide support for student interns, faculty, and site supervisors making recommendations as needed, closing the loop</p> <p>Metrics: Completed Learning Contracts, internship engagement data, and post survey data from interns and site supervisors</p>

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Fall 2019 (data collection), Spring 2020 (analysis, reports generated)	First Destination Survey (FDS)	CDO Director	4F	<p>Outcome: Annual survey. Monitor graduate outcomes and make revisions to survey as needed. Report Institution-wide</p> <p>Metrics: FDS responses and outcomes assessment data collected for the current class</p>
2019 - 20	Increase use of social media to promote events	Alumni Director	1C, 3D	<p>Outcome: Increased attendance at alumni events. Survey event participants for feedback and adjust as needed.</p> <p>Metrics: Engagement of social media content directed toward alumni. Collect data from surveys.</p>
2019 -20	Increase student awareness of philanthropy	Alumni Director	1D	<p>Outcome: Increase senior class giving</p> <p>Metrics: Class Officer engagement reports. Database of information from each class</p>

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2019 - 20	Increase opportunities for alumni and student networking	Alumni Director	2A, 2C	Outcome: Increased interaction between students and alumni Metrics: Survey student participants in Writers@Work workshops Survey alumni and students after networking events
2019 - 20	Promote opportunities for students and alumni to work together to assist with student recruitment	Alumni Director	2C	Outcome: Increased admission of students who have been recruited by alumni Metrics: Data collected by trained alumni ambassadors

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2019 - 20	Devise methods to capture student contact information prior to commencement	Alumni Director	3B, 3C	<p>Outcome: Larger database of contact information from each graduating class</p> <p>Metrics: Collect data from Commencement applications for degrees. Survey graduating class</p>
2019 -20	Monitor number of alumni social media posts	Alumni Director	4A, 4B	<p>Outcome: Determine level of engagement in programs and events</p> <p>Metrics:Track number of responses and quantitative feedback</p>

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2019 - 2020	Monitor and evaluate programs and services	NASWC Director	1A	<p>Outcome: Review program and attendance data and make updates as needed. Report activities and provide recommendations to division.</p> <p>Metrics: Program attendance and qualitative feedback from participants.</p>
2019 -2020	Awareness of national student development programs	NASWC Director	1B	<p>Outcome: Increased participation in national programs</p> <p>Metrics: Quantity of applications and qualitative feedback from participants</p>
2019 -2020	Student Development and civic engagement	NASWC	1B	<p>Outcome: Each approved SD shall complete at least one “give back” of sharing learned experience of the SD.</p> <p>Metrics: If a “give back” was not fulfilled within 3 months of SD future SD will be in question. Numbers of completed and not completed. Will be part of the report given to the NASWC Network Advisory Committee.</p>

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2019-2020	Provide internal and external information via campus email of opportunities that pertain to a students degree program, campus workshops and Native American community events.	NASWC	2C, 2D	Outcome: Students will have information of job opportunities their degree will complement. Metrics: Number of emails disseminated to students
2019-2020	Meeting with Network Advisory committee.	NASWC Director Representative of Fredonia Co-Representative of Fredonia	3A	Outcome: Ensure a collaboration and network promote Native American scholars. Metrics: Three meetings annually
2019-2020	Review fall and spring semester enrollment students.	NASWC Director	4A	Outcome: Use data to evaluate individual student success or target areas needing attention. Metrics: Data of student retention