

Unit Assessment Report

Submit to the Institutional Research and Assessment Office by August 1st

The goal of unit assessment is to inform institutional effectiveness. Institutional effectiveness assessment is conducted to determine the extent to which the college is achieving its mission. The unit supports this by identifying expected outcomes, assessing the extent to which it achieves these outcomes, and providing evidence of improvement based on analysis of the results.

Academic/fiscal year of: 2017-18

Person submitting report: Roger Brimmerman, Vice President for Advancement

Unit name: Advancement

Unit mission: *The mission of the Advancement team is to preserve the legacy and build the future of McPherson College's church-related, liberal arts education through fundraising, storytelling, and strengthening connections.*

Outcomes	Outcome Targets	Institutional Link
What do you want to accomplish? Please list <u>at least two</u> outcomes your unit will be assessing in the next few years to determine improvement in operational processes or procedures. Sometimes outcomes are listed as tasks. Outcomes are specific and measureable and can be strategic or operational.	What level of achievement do you want obtain for each outcome? The outcome target should be aggressive but attainable.	How does the outcome assist the college in achieving its mission? If outcomes support other identified institutional priorities, attach supporting institutional documentation.
Outcome 1: First time young alumni donors for fiscal year 17-18	100 new young alumni donors	Strategic Plan priority of young alumni engagement along with the next campaign goal of 2,500 new donors.
Outcome 2: Increase Power Day giving by donors	Raise \$100,000 for Power Day	Fundraising priority to attain the budget relieving annual fund goal of \$1.35M.
Additional outcomes (optional): Increase total number of donors that participate in Power Day	Have 265 total donors participate with 50 being new first time young alumni donors	Strategic Plan priority and the priority of raising the percentage of alumni that give.
Performance Indicators		
What will you <u>do</u> to achieve your outcomes? Identify the performance indicators you will be using to assess achievement of your outcomes. Select your most important indicators. You should have at least one performance indicator for each outcome.		
Outcome 1 indicators: Have plan in place while achieving 25 new alumni each quarter.	Outcome 2 indicators: Have plan and schedule in place. Track social media hits during the giving day.	Additional outcome indicators (optional): Achieving 265 total donors and 50 first time young alumni donors.
Assessment Measures		
How and when will you measure your success? Identify <u>at least two</u> ways of measuring each outcome. At least one measure for each outcome should be a direct measure. Direct measures are quantifiable.		

Outcome 1: Direct measure: June 30, 2018 Additional measure: Track each fiscal year	Outcome 2: Direct measure: March 12, 2018 Additional measure: Track each fiscal year	Additional assessments (optional): Direct measure: March 12, 2018 Additional measure: Track each fiscal year
Assessment Results		
Outcome 1: 100 new young alumni donors for FY1718 Results: 31	Outcome 2: Raise \$100,000 for Power Day Results: \$118,000	Outcome 3: Have 265 total donors participate with 50 being new first time young alumni donors. Results: 239 Total Donors 31 New Young Alumni Donors

How does the unit plan to use the results to improve student learning and/or unit effectiveness?

The results have shown that increasing the number of young alumni donors will be a challenge for the next few years. The actions plans for 2018-19 and the future will have to be very specific to include new ways to engage young alumni which will include a more visible social media presence.

Please describe in detail the action plan, including when, these actions will be implemented?

- Have young alumni non-donors prospect list determined-August 31
- Have social media plan in place with communications department-September 30
- Have 2019 Power Day Plan in place with a 90 day pre-launch social media plan-September 30
- Integrate young alumni prospects into the social media plan and Power Day Plan
- Have monthly check-in meetings through June 30 on progress and results of the plans

Are any of the unit outcomes changing for next year?

Yes

No: X

(If you answer yes, the IRA office will send you a new prepopulated template to adjust for the 2018-2019 reporting year).

Assessment Committee feedback:

Unit Assessment Timeline

September 1, 2017	Assessment plan due for current fiscal or upcoming academic year.
October 1, 2017	Assessment committee provides feedback about the assessment plan.
October 8, 2017	Any clarification or changes needed to the plan are resubmitted to the assessment committee.
Fiscal/Academic Year	Implement the assessment plan.
August 1, 2018	Results report due from the previous fiscal/academic year assessment plan <u>and</u> the assessment plan for the current fiscal or upcoming academic year.

Assessment Glossary

Direct measure: data— examine actual results based on comprehensive data that reflect results of the outcome—evaluates actual performance, is quantifiable. Examples: number of reported crimes on campus, number of outstanding tuition payments, service will be provided within two days of request, retention data, time, cost, productivity

Indirect measure: evaluates perception/feelings, perceived performance, often self-reported, and is qualitative. Examples: surveys, focus groups, perceived efficiencies

Institutional effectiveness: Assessment to determine the extent to which a college or university is achieving its mission. The institution identifies expected outcomes, assesses the extent to which it achieves these outcomes, and provides evidence of improvement based on analysis of the results.

Performance indicator: A specific, measurable statement identifying student performance(s) required to meet the outcome, confirmable through evidence. A means of objectively quantifying results of products, projects, services, or programs.

Operational outcome: Addresses regular operational or procedural tasks. Generally provide service or product. Direct and indirect effects on stakeholders. Outcomes are directly related to the mission and/or key functional responsibilities of the unit.

Strategic outcome: Reflect future expected results of the department/unit, based on a planned activity. Strategic outcomes are generally assessed as part of the planning process to ensure strategic initiatives have the intended or positive results.

Student learning outcome (SLO): A very specific statement that describes exactly what a student will be able to do in some measurable way.

Unit: An organizational area within the institution that contributes to student learning and/or improved institutional effectiveness. Other institutions may call units co- curricular or non-academic areas.

Sample Assessment Plan

Plan to implement during the academic/fiscal year of: 20XX		
Date: June 28, 20XX		
Person submitting report: Your name		
Unit name: Facilities Management		
Unit mission: To provide an attractive, clean, and safe environment to learn and work in		
Outcomes	Outcome Targets	Institutional Link
What do you want to accomplish? Please list <u>at least two</u> outcomes your unit will be assessing in the upcoming year to determine improvement in operational processes or procedures. Sometimes outcomes are listed as tasks. Outcomes are specific and measurable and can be strategic or operational.	What level of achievement do you want obtain for each outcome? The outcome target should be aggressive but attainable.	How does the outcome assist the college in achieving its mission? If outcomes support other identified institutional priorities, attach supporting institutional documentation.
Outcome 1: Provide a safe, orderly, clean, and visually appealing exterior environment (grounds)	Zero negligence reports due to grounds related issues	Provides a conducive environment to learn and work safely.
Outcome 2: Protect and maintain buildings and building systems and equipment through preventive and corrective maintenance programs.	15% of work orders will be preventive, 10% or less change in volume of total work orders	Same as Outcome 1
Additional Outcome(s) (optional): Outcome 3: Reduce maintenance costs while maximizing efficient operations.	5% or less increase in cost per square foot compared to last year.	Same as Outcome 1
Performance Indicators		

What will you do to achieve your outcomes? Identify the performance indicators you will be using to assess achievement of your outcomes. Select your most important indicators. Use should have at least two performance indicators for each outcome.

Outcome 1 indicators: Examine academic and athletic scheduling to determine best times to mow, trim, collect trash, etc. with minimal impact to college functioning. Conduct periodic inspections. Prioritize grounds keeping needs and address most pressing needs and non-budget impacting needs first.

Outcome 2 indicators: Send periodic campus messages asking to identify any preventative issues, prioritize preventative issues, complete those most likely to interfere with college building functioning.

Additional outcome(s) indicators: Outcome 3-monitor budget requests and deny anything but essential work as fiscal year comes to a close, monitor contractual and commodity spending, review processes, procedures, or changes that result in estimated cost savings or efficient operations.

Assessment Measures

How will you measure your success? Identify at least two ways of measuring each outcome. At least one measure for each outcome should be a direct measure. Direct measures are quantifiable.

Outcome 1:

Direct measure: Track and record number of negligence grounds-related reports at the end of each fiscal year to determine total number of reports.

Additional measure: Track number of complaints each fiscal year related to daily tasks such as mowing, trimming, emptying trash, etc. to determine disruption to institutional functioning.

Outcome 2:

Direct measure: Compare ratio of completed corrective vs. preventive work orders each fiscal year to the previous year.

Additional measure: Track each fiscal year, the number of mechanical or electrical failures that result in building or system interruptions

Additional assessment outcomes:

Outcome 3: **Direct measure:** Each fiscal year, calculate cost per square foot compared to last year.

Additional measure: Record each fiscal year changes in processes, procedures to determine estimated cost savings or more efficient operations.

Assessment Committee feedback: