

END OF YEAR REPORT FORMAT FOR ANNUAL ASSESSMENT 2015-2016

Unit Name	Institutional Advancement Annual Plan
Goal 1	Increase outreach to potential donors in Gordon State College's primary service area (counties of Butts, Pike, Lamar, Spalding, Henry, Fayette and Upson)
Strategic Initiative(s) (Choose from priorities 1-5)	<p>4. Community Partnerships and Engagement Gordon State College will support and enhance pathways for the exchange of knowledge and other resources with the community, including local, regional, state, and national entities. These community partnerships will strengthen both the College and the community by increasing the resources available to each, and build a mutual respect for the benefits each brings to the partnership.</p>
Time Frame	2015-2016
Objective 1	Increase number of calls on potential donors in College primary service area.
Measures	Number of calls in geographic area made.
Target (Desired Performance and Deadline)	5 calls per week
Data Collection (Who/Where/When)	VP of Institutional Advancement Development Officer
Findings & Status	<p>Fall: Due to additional Alumni duties have been tied to campus. Plan for balance of year to increase call frequency. (New Target 4 per week)</p> <p>Spring: Due to additional Alumni duties and planning the Founder's Day event, the target of weekly calls has not been met. However, contacts have been made at civic club gatherings (Rotary, Chamber of Commerces [Fayette, Spalding, Upson and Henry] and Quality Growth Henry) have resulted in several scholarships pending.</p>

Discussion of Results and Action Plan	Efforts were made to achieve call goal of 5 per week. With meetings with Rotary (meeting in Jackson, McDonough, and Griffin) and business expos we met a number of potential donors. Action: Need to see GSC add alumni staff person, thus allowing Development Officer to get out and develop new donors.
Objective 2	Increase number of donors as result of the calls
Measures	Number of gifts made by new donors
Target (Desired Performance and Deadline)	5
Data Collection (Who/Where/When)	VP of Institutional Advancement Development Officer
Findings & Status	Fall: Created two scholarships in this time frame. Have a commitment on a third scholarship. Should close before December 31, 2015 Spring: Target of 5 not met. Will endow two (2) new scholarships and complete endowment of third in the next quarter. Will have second \$5000.00 contribution on another scholarship in that time frame...
Discussion of Results and Action Plan	Created one new scholarship and fully endowed a second scholarship. With addition of new alumni staff, we expect to see an increase in endowed scholarships. Action: Plan to accelerate call frequency in October and November 2016.
Objective 3	Increase prospect pool in primary service area
Measures	Number of new records added to database
Target (Desired Performance and Deadline)	40 additional new prospects
Data Collection (Who/Where/When)	Institutional Advancement Administrative Assistant Development Officer
Findings & Status	Fall: Time restraints have derailed this target. Plan to be more active balance of the year. New Target of 15 prospects, Spring: One (1) solid prospect that will result in a scholarship in the next 60 days. Spring: Plan on reaching out to faculty after March 19, 2016 Founder's Day.

Discussion of Results and Action Plan	Still not hitting target (goal). Two NEW solid prospects. Action: Attempt to make more calls in the fall of 2016.
Goal 2	Increase annual Campus (faculty/staff) giving.
Strategic Initiative(s) (Choose from priorities 1-5)	5. Efficiency, Accountability, and Sustainability Gordon State College is committed to providing a welcoming atmosphere that attracts a diverse community and engages through academics and culture. In a dynamic economic atmosphere, Gordon State College must constantly strive to improve operational efficiencies, ensure a commitment to performance and accountability, and advance our financial resources sustainability, in order to achieve these goals.
Time Frame	2015-2016
Objective	Increase unrestricted giving within Faculty/Staff Giving Campaign
Measures	Percentage of increase of employee participation
Target (Desired Performance and Deadline)	Increase of 5% over 2014 – 45% to 50%
Data Collection (Who/Where/When)	Administrative Assistant in Institutional Advancement Development Officer
Findings & Status	Fall: Dollar goal not met in 8 week campaign window. Actual campaign runs thru 6-30-2016. Confident dollar goal will be met by that time. Increase of 45-50 % not likely to happen. Not sure how that number was targeted. Spring: Dollar goal of campus campaign was made. Showed increase of 3% in giving.
Discussion of Results and Action Plan	Campus campaign was a success. Dollar giving increased by 3%. Number of Faculty/Staff giving remained about the same. Action: New Campus Campaign to begin in August and continue thru September, 2016
Goal 3	Support campus alumni project
Strategic Initiative(s) (Choose	

from priorities 1-5)	
Time Frame	2015-2015
Objective	Educate alumni on campus needs for support
Measures	Communicate with alumni through all available means: social media, email, letters, etc.
Target (Desired Performance and Deadline)	Not yet determined
Data Collection (Who/Where/When)	VP Institutional Advancement Development Officer
Findings & Status	No target or plan for use of social media in Alumni Communications.
Discussion of Results and Action Plan	At this time there is not a new Alumni project. Action: None planned at this time.
Goal 4	Engage the campus in the development process.
Strategic Initiative(s) (Choose from priorities 1-5)	
Time Frame	2015-2015
Objective	Conduct interviews with faculty and staff to learn of potential alumni contacts and unmet needs
Measures	Expect to add 20 new names to begin building on a relationship.
Target (Desired Performance and Deadline)	40
Data Collection (Who/Where/When)	VP Institutional Advancement Development Officer
Findings & Status	Fall: Plan to start January 2016 reaching out to Faculty and Staff for potential Alumni Leads Spring: Target not met. Working on Founder's Day Event. Plan on

	reaching out to faculty after March 19, 2016 Founder's Day Event.
Discussion of Results and Action Plan	As of this date no active engagement process has been initiated. Action: Will attempt to begin the process of engaging faculty/staff with the 2016 Campus Campaign.