ANNUAL PROGRAM PLANNING WORKSHEET (APPW)

Program: Advancement   **Planning Year:** 2013-14   **Last Year CPPR Completed:** 2010-11

Unit: Advancement   **Cluster:** President   **Next Scheduled CPPR:** 2015-16

NARRATIVE: APPW

Use the following narrative outline and be brief and concise:

I.   **Program-Level Outcomes:** List the outcomes established for your program.

The current outcomes of Advancement are aligned with the 2012-2013 Resource Development Plan. And the 2103-2014 outcomes will develop from the updating of that plan and/or additional integration with district plans and the foundation to occur in the spring semester 2013.

     Outcome 1: Increase the effective communications with our constituents resulting in increased positive brand awareness

     Outcome 2: Increase the amount of funds raised to meet the needs of the College

     Outcome 3: Increase relationship-building opportunities with current and potential supporters of the College, including "friend-raising" of alumni and stewardship of donors

     Outcome 4: Increase the effectiveness of advancement and foundation programming through streamlined operations

II.   **Program Progress towards Institutional Goals and Objectives:** Identify how your program, within the past year, has helped the district achieve its Institutional Goals and Objectives and provide data or evidence that demonstrates the progress.

See also the most recent progress report for the district, which includes the Resource Development Plan - http://www.cuesta.edu/aboutcc/planning/accreditation/

Fundraising Council and advancement office to implement the business inventory (**Institutional Goal 5.1**) and in addition to business partners and other programs, added district dialogs w/ president to engage community

Marketing outreach to support **Institutional Goal 2.1/2** and **Enrollment Initiatives 1, 2, 6** - new website focused on the public/student engagement, target audiences of ESL (dollars to support), LLN Educate support, high school print media and new outreach presentation grab-n-go boards, a specific high school landing page and social media, working on the 24-40 marketing campaign, creation of 50th anniversary pieces

Integrates planning and accreditation support in marketing of document creation, web evidence, etc assisted with **Institutional Goal 4**

Foundation funded centralized tech support aligned grant requests to district planning for 2012-13 **Facilities Plan Theme 1a./b.** (maintaining facilities, achieve funding security of facilities

needs)

Increased funds in support of the district's needs in 2011-12 to over $1.7 million in general and specifically to assist in identified priorities such as outreach (example is including funds for ESL outreach in grant requests for **Institutional Goal 2.2**), supporting integrated planning consultants (CA Brain Trust funding) and professional development for **Institutional Goal 4** (President's Fund).

Marketing supported **Institutional Goal 4.1** by creating a better accreditation web presence, videotaping and distributing presidential forums, creating print and other materials -funded by the Foundation- to promote the integrated planning processes (t-shirts, cougar notes, graphically engaging planning documents)

Launched the new www.cuesta website: Supporting the **Technology Plan (Initiative 1 and 10)** and generally supporting **Institutional Goal 2** with a better tool to build outreach to our potential students

III. **Program Progress towards Program-Level Objectives:** Identify the progress that your program has made, within the past year, towards achieving program-specific objectives that were identified in your program's most recent Comprehensive Program Planning and Review document and provide data or evidence that demonstrates the progress.

CPPW 2010-11 IDENTIFIED ADVANCEMENT OUTCOMES

1. Establish community relationships, which lead to resource development for the College.
2. Identify community resources that will positively affect the College.
3. Inform the community of the College.
4. Involve the community in all the aspects of the College.
5. Develop and implement strategies to encourage and motivate the community to provide resources to the College.

See the Resource Development Plan, CPAS of the department and the districts progress report for details of evidence. As part of the creation of the Resource Development Plan 2012-13, a review and realignment of the previous plan was made. Marketing and foundation accounting /administrative areas were not included in the previous document, and the current plan has goals for each area: fundraising, engagement, marketing and operations. The advancement area's CPPR had its own mission statement and motto, which was not included in the new planning, and instead focused on the district's planning as well as the non-profit foundation's mission. Due to the continued recession, budget crisis, accreditation focus and staffing challenges, many of the overall goals remained the same.

Clean audits with no findings, increasing dollars raised (from $1.1 million in 2010-11 to over $1.7 million in 2011-12), increasing engagement opportunities (adding an alumni community with e-blasts in 2012, adding a phonathon program in 2013), launching the new website with analytics included for data capture, adding additional outreach to the business community to message accreditation, supporting the summer school enrollment outreach, supporting the 50th

anniversary all add up to specific communications.

IV. **Institutional Measurements/Data:** Analyze the institutional, program and site specific measurements (data and evidence) that are most relevant to your current program status.

See above and the Resource Development Plan, Foundation 2011-12 report, and Foundation 2011-12 audit for more details.

V. **Program Outcomes Assessment and Improvements:**
- Attach an assessment cycle calendar for your program.
- Summarize recent assessment efforts and assessment methods within the program (You may attach recent program-level CPAS in lieu of this narrative).
- Briefly summarize program improvements or changes that have been implemented since the last APPW or CPPR. (You may attach recent program-level CPAS in lieu of this narrative).
- Identify and describe any budget requests that are related to student learning outcomes assessment results or institutional/programmatic objectives.

See above and attached CPAS document. Evaluation of 2012-13 will occur in conjunction with the Foundation Board input in May 2013.

VI. **Program Development/Forecasting for the next academic year:**
Create a short narrative describing the following development forecasting elements, indicating how they support efforts to achieve program outcomes and/or institutional goals and objectives (where applicable):
- New or modified action steps for achieving Institutional Goals and Objectives
- New or modified action steps for achieving program outcomes
- Anticipated changes in curriculum and scheduling
- Levels or delivery of support services
- Facilities changes
- Staffing projections
- Strategies for responding to the predicted budget and FTES target for the next academic year

In reviewing the CCPR from 2010-11, it is evident that environmental challenges then have continued: lack for funding for marketing campaigns to bring in students and donors and to combat negative press, lack of funding for a grant program, impact on the recession on potential donors, lack of funding to bring in new technologies to communicate effectively.

Institutional Goals: Work is continuing in the Fundraising Committee through Spring 2013 to identify the outcomes of the review of the business inventory (Goal 5.1). The Marketing Department continues to support Goal 2. The Executive Committee of the Foundation Board is preparing for a multi-year strategic plan to work in tandem with the district's planning after using the Resource development Plan 2012-13.

The Advancement Department is anticipating a slight increase in staffing work if the furlough program ends 06/2013. The department has not had a full staffing cycle in many years and it is anticipated that 2013-14 will be the first time a full-time permanent staff will be brought together. Increased budget requests, especially for resource generating areas like marketing for FTES, grants and fundraising, are being made but not likely successfully. The goal is to do more targeted work on potential student groups and potential donors and increasing giving of our current donors.

Course or Program Assessment Summary

This form can be used to record SLO assessment plans and results for courses or programs. It is recommended that this document be stored on a group drive, or in MyCuesta.

Division: **President** *Program:* **Advancement/Foundation** *Date:*
8/28/2012 *v. 3 2012*

Courses in program, or course:

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Faculty involved with the assessment and analysis: **Shannon Hill (Admin)**

Course-to-program outcome mapping document** is completed Yes_____
No____N/A__

1	Student Learning Outcome Statements ☐ Program ☐ Course	Advancement/Foundation Office will increase effective communications with our constituents resulting in positive brand awareness. (Objective One of the SLOCCCD Resource Development Plan 2012-13)
2	Assessment Methods Plan (identify assessment instruments, scoring rubrics, SLO mapping diagrams)	Inventory of the community's perception of Cuesta College.
3	Assessment Administration Plan (date(s), sample size or selection of course sections, scoring procedures, etc.)	In November 2011, the San Luis Obispo County Community College District surveyed the community for a Community Image Scan. The findings were presented in February 2012.
4	Assessment Results Summary (summarize Data)	See the study online at: http://academic.cuesta.edu/pim/pdfs/Cuesta-CommunityImageReport.pdf
5	Discussion of Assessment Procedure and Results, and Effectiveness of Previous Improvement Plans	The findings were presented to Cabinet, Board of Trustees, the Advancement staff plus the Academic Senate Chair, in an open campus-wide invitation, and at a President's Open Forum for review.
6	Recommended Changes & Plans for Implementation of Improvements	Changes from 2011-12 to 2012-13 stem from a review and restructuring of the Resource Development Plan to align with Institutional Goals and Objectives from the district's planning documents. Marketing was not in the previous plan, and has now been added with initiatives tied to strategic goals. See the Resource Development Plan 2012-2013 at: http://academic.cuesta.edu/accreditation/SLOCCCD_Resource_Development_Plan_2012-2013.pdf for detailed plans and improvements.
7	Description or evidence of dialog among course or program-level faculty about assessment plan and results	Evidence of dialog comes from Cabinet minutes of the meeting in February, Board of Trustee minutes in March and the video of the Open Forum in March 2012. See http://academic.cuesta.edu/pim/budgetforums/ for video evidence.

Course or Program Assessment Summary

http://academic.cuesta.edu/sloa/docs/Course_and_Program_Assessment_Summary_F_2011.docx

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Division: **President**   *Program:*   **Advancement/Foundation**   *Date:* **8/28/2012**   *v. 3 2012*

Courses in program, or course:

_____

Faculty involved with the assessment and analysis: **Shannon Hill (Admin)**

Course-to-program outcome mapping document** is completed Yes_____   No__N/A____

1	Student Learning Outcome Statements ☐ Program ☐ Course	Advancement/Foundation will increase the amount of funds raised to meet the needs of the district. (Objective Two of the SLOCCCD Resource Development Plan 2012-13)
2	Assessment Methods Plan (identify assessment instruments, scoring rubrics, SLO mapping diagrams)	Numbers pulled from Foundation databases and compiled by the Foundation Accountant and Account Technician report on fundraising benchmarks.
3	Assessment Administration Plan (date(s), sample size or selection of course sections, scoring procedures, etc.)	Review by Staff and Committees of the Foundation monthly, quarterly annual reports were used to track the numbers of donors and amount of giving. Additionally, another report is given to the Board of Trustees for review. The Executive Director for Advancement and the Director of Foundation Programs assess and review the data for operational updates.
4	Assessment Results Summary (summarize Data)	For 2011-2012, the audited numbers will be available in October. However, preliminary numbers indicate that giving was up 38% over the previous fiscal year.
5	Discussion of Assessment Procedure and Results, and Effectiveness of Previous Improvement Plans	Discussion of fundraising numbers took place at the Executive Committee and Development Committee meetings this summer. Specific assessments regarding the Annual Fund improvements, including diversifying the tools (adding a phonathon) and audiences (including parents and improving our contact data) will be implemented in 2012-2013.
6	Recommended Changes & Plans for Implementation of Improvements	See the Resource Development Plan 2012-2013 at: http://academic.cuesta.edu/accreditation/SLOCCCD_Resource_Development_Plan_2012-2013.pdf for plans and improvements.
7	Description or evidence of dialog among course or program-level faculty about assessment plan and results	There are two faculty members on the Foundation Board of Directors, and minutes can be found at: http://academic.cuesta.edu/foundation/ext_site/board_minutes.html Presentations made at the Board of Trustees monthly meetings also create a forum for dialog for faculty.

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Courses in program, or course:

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Faculty involved with the assessment and analysis: **Shannon Hill (Admin)**

Course-to-program outcome mapping document** is completed Yes_____   No_____

1	Student Learning Outcome Statements ☐ Program ☐ Course	Advancement/Foundation Office will increase relationship-building opportunities with current and potential supporters of the district, including 'friend-raising' of alumni and stewardship of donors. (Objective Three of the SLOCCCD Resource Development Plan 2012-13)
2	Assessment Methods Plan (identify assessment instruments, scoring rubrics, SLO mapping diagrams)	Data on alumni giving, communications and event participation is pulled from Foundation databases and compiled by the Foundation Coordinator in a report on alumni benchmarks for the Alumni Committee Chair.
3	Assessment Administration Plan (date(s), sample size or selection of course sections, scoring procedures, etc.)	Information is reported and reviewed monthly at Foundation Board or Executive Board meetings and at Alumni Committee meetings.
4	Assessment Results Summary (summarize Data)	Moving the Honored Alumni recognition to Opening Day in January 2012 successfully raised the exposure of the program. Alumni giving increased by 37% from the previous fiscal year. E-communications began in May 2011, and will need to be analyzed for open rates. Increased accurate contact information is needed to broaden the database. 50th anniversary plans beginning in 2012-2013 will offer increased opportunities for engagement. Overall, additional engagement of alumni is needed for continued success.
5	Discussion of Assessment Procedure and Results, and Effectiveness of Previous Improvement Plans	Discussion of processes took place in Foundation Staff meetings, Executive Committee meetings and Alumni Committee meetings for input on improving alumni relations.
6	Recommended Changes & Plans for Implementation of Improvements	See the Resource Development Plan 2012-2013 at: http://academic.cuesta.edu/accreditation/SLOCCCD_Resource_Development_Plan_2012-2013.pdf for detailed plans and improvements.
7	Description or evidence of dialog among course or program-level faculty about assessment plan and results	There are two faculty members on the Foundation Board of Directors, and minutes can be found at: http://academic.cuesta.edu/foundation/ext_site/board_minutes.html There is also a faculty member on the Alumni Committee.

Course or Program Assessment Summary

http://academic.cuesta.edu/sloa/docs/Course_and_Program_Assessment_Summary_F_2011.docx

This form can be used to record SLO assessment plans and results for courses or programs. It is recommended that this document be stored on a group drive, or in MyCuesta.

Division: *Program:*   *Date:*

Courses in program, or course:

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Faculty involved with the assessment and analysis: **Shannon Hill (Admin)**

Course-to-program outcome mapping document** is completed Yes_____

              No_____

1	Student Learning Outcome Statements □ Program □ Course	Advancement/Foundation will increase the effectiveness of Advancement and Foundation programming through streamlined operations. (Objective Four of the SLOCCCD Resource Development Plan 2012-13)
2	Assessment Methods Plan (identify assessment instruments, scoring rubrics, SLO mapping diagrams)	Assessment of our operations includes clean audits by a third party, accurate and timely entry and acknowledgement of donors, and employees following policies and procedures efficiently.
3	Assessment Administration Plan (date(s), sample size or selection of course sections, scoring procedures, etc.)	An accounting firm was hired to process the audit. Processes were evaluated by the Executive Director of Advancement / Foundation, including acknowledgement tracking.
4	Assessment Results Summary (summarize Data)	The 2011-2012 audit found no significant findings. Gift processing has already seen positive adjustments from weeks to days in the completion of gift-to-acknowledgement turnaround.
5	Discussion of Assessment Procedure and Results, and Effectiveness of Previous Improvement Plans	The audit was presented to the Foundation Board of Directors in November 2011, and the 2011-2012 year's audit will be in November 2012. Revision of processes took place in Foundation Staff meetings for input on adjusting gift and data entry and acknowledgement, especially in regards to staffing cuts. Additional policies and procedures need to be added in some areas.
6	Recommended Changes & Plans for Implementation of Improvements	Changes from 2011-12 to 2012-13 stem from a review and restructuring of the Resource Development Plan to align with Institutional Goals and Objectives from the district's planning documents. Operational improvements were not in the previous plan, and have now been added. See the Resource Development Plan 2012-2013 at: http://academic.cuesta.edu/accreditation/SLOCCCD_Resource_Development_Plan_2012-2013.pdf for detailed plans and improvements.
7	Description or evidence of dialog among course or program-level faculty about assessment plan and results	There are two faculty members on the Foundation Board of Directors, and minutes can be found at: http://academic.cuesta.edu/foundation/ext_site/board_minutes.html