

**Administrative and Support Units
Mission and Objectives Development Worksheet**

Development and Community
Relations

FY 2012 (10/1/11 – 9/30/2012)

Unit/Office/Program

Assessment Period Covered

Date Submitted

Institutional Mission/Strategic Goal:

Mission: Historically diverse, uniquely Micronesian and globally connected, the College of Micronesia-FSM is a continuously improving and student centered institute of higher education. The college is committed to assisting in the development of the Federated States of Micronesia by providing academic, career and technical educational opportunities for student learning.

Strategic Goal (which strategic goal(s) most support the services being provided):

Strategic goal 4: Foster effective communication

4C: Enhance the college community's ability to communicate effectively

Strategic goal 6: Ensure sufficient and well-managed fiscal resources that maintain financial stability

6B: Diversify resources of the College

Strategic goal 7: Build a partnering and service network for community, workforce and economic development

7A: Increase involvement of the community in college affairs

Strategic Goal 9: Provide for continuous improvement of programs, services and college environment

9B: Integrate planning, evaluation and resource allocation for continuous improvement

Administrative Unit/Program Mission Statement (First present a philosophical statement related to your units/program/office followed by a listing of the services you provide):

The Development and Community Relations Office (DCRO) supports and assists with planning, developing and implementing of public information programs for comprehensive fund development programs by:

- planning, developing and implementing public information programs and services
- planning, developing, and implementing comprehensive fund development programs and services
- researching and writing procedures and disseminating a wide range of informational materials related to COM-FSM's communication programs and fund development
- developing and executing public relations, marketing and advertising plans
- assuring the design, printing and distribution of promotional fund development publications
- coordinating and publicizing special college and community events
- developing cost analyses for public relations projects
- developing and maintaining effective working relationships with college and community groups and representative of the media such as newspapers, radio and television, and other non-profit agencies
- assisting visitors and representatives of the media attending college or campus functions
- represent the college at internal and external events, and serve as spokesperson regarding fund development inquiries
- determining through experience and in consultation with administrative officials and approval of the President, information to be developed/released on all public fund development information materials and community relations
- supervising the distribution of news through multi-media publicity channels

- arranging for photography for promotional purposes

Administrative Unit/Program Objectives:

- **Objective 1:** To increase the rate of the growth of the college's endowment fund to support long term growth of the college by:
 - Ensuring that the college raise funds based on the board approved annual target of \$100,000.
 - Hiring additional staffing to focus on fund raising activities.
- **Objective 2:** To ensure that structures and processes are in place at the college to receive and distribute funds collected from donors:
 - Seek the assistance of foundation experts.
 - Develop and implement an Endowment Foundation.
 - Hiring additional staffing to focus on fund raising activities.
 - Increase and diversify fund raising schemes/ activities.
- **Objective 3:** Enhance understanding of college's mission, purpose and activities to increase participatory decision making by:
 - Establishing and coordinating multi-media publications for the college
 - Being the primary conduit for stakeholders' access to college information and services.
 - Develop outreach program, services, activities and structures for alumni.