

**Administrative and Support Units
Assessment Plan**

Development and Community
Relations

FY 2012 (10/1/11 – 9/30/2012)

Unit/Office/Program

Assessment Period Covered

Formative Assessment

Summative Assessment

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

6A: Enhance new and existing revenue resources to promote growth and increase cost effectiveness

6B: Diversify resources of the College

6C: Budgeting and resource allocation

6D: Develop and implement college sustainability plans that will lead to the careful stewardship of natural and man-made resources, saving of revenue, and enhancement of the college experience; serves as a model for the nation

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

9A: Improve institutional assessment and evaluation

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

9C: Increase research and data driven decision making

Administrative Unit/Program Mission Statement :

The Development and Community Relations provides the following services in service of the mission of the College:

- 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:
<ul style="list-style-type: none"> • Objective 1: To increase the rate of the growth of the college’s endowment fund to support long term growth of the college by: <ul style="list-style-type: none"> ○ 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.
<ul style="list-style-type: none"> • Objective 2: To ensure that structures and processes are in place at the college to receive and distribute funds collected from donors: <ul style="list-style-type: none"> ○ 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.
<ul style="list-style-type: none"> • Objective 3: Enhance understanding of college’s mission, purpose and activities to increase participatory decision making by: <ul style="list-style-type: none"> ○ 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.

Evaluation questions	Data sources	Sampling	Analysis
1. Has the college raised the annual target amount of \$100,000 through fund raising schemes/ activities?	<ul style="list-style-type: none"> • Receipts of contributions to the Endowment Fund • Employee contributions to the Endowment Fund • Personnel Action for new fund raising staff 	Sample pattern under yearly administration survey	Descriptive statistics
2. Is there a structure in place to receive and distribute fund collected from donors? <ul style="list-style-type: none"> ○ 	<ul style="list-style-type: none"> • Contract/ MOU with foundation expert • Development of endowment foundation policies, procedures and fund raising activities. • Personnel Action for new fund raising staff • Fund raising plans 	Sample pattern under yearly administration survey	Descriptive statistics

Evaluation questions	Data sources	Sampling	Analysis
	<ul style="list-style-type: none"> Receipts of contributions to the Endowment Fund 		
<p>3. Has understanding of the college's mission, purpose and activities increased participatory decision making?</p> <ul style="list-style-type: none"> Establishing and coordinating multimedia 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. 	<ul style="list-style-type: none"> Log of multimedia publications from the college Log of press releases from the college Log of newsletter editions from the college Report of public relations activities Policies, procedures, programs for alumni. 		

Timeline

Activity	Who is Responsible?	Date
1. Raise funds for the Endowment Fund	DCR, President, BOR	Ongoing
2. Encourage faculty and staff to sign up for employee contributions to the Endowment Fund	DCR	Ongoing
3. Review the staffing patterns at the DCR	DCR, President, HR	November 2011
4. Develop scope of work and contract for endowment foundation consultant.	DCR, President, BOR Chair	November 2011
5. Develop endowment foundation policies, procedures and fund raising activities	DCR, President, BOR Chair, Consultant	November 2011 – February 2012
6. Track contributions to the Endowment Fund	BO and DCR	Ongoing
7. Develop multimedia productions for the college	DCR	Ongoing
8. Conduct information outreach to the public	DCR and President	Ongoing
9. Develop an alumni presence at the college	DCR	January 2012
4. Governance Policy Evaluation	IRPO and DCR	
5. Employee Satisfaction Survey	IRPO and DCR	October 2011
6. Alumni Survey	IRPO and DCR	December 2011

Comments: