

Administrative and Support Units Assessment Report

Development and Community
Relations

FY 2012 (10/1/11 – 9/30/2012)

Unit/Office/Program

Formative Assessment

Summative Assessment

Assessment Period Covered

September 21, 2012

Date Submitted

Administrative Evaluation Question (Use a different form for each evaluation question):

Has the college raised the annual target amount of \$100,000 through fund raising schemes/activities?

First Means of Assessment for Evaluation Question Identified Above (from your approved assessment plan):

Ia. Means of Unit Assessment & Criteria for Success:

Receipts of contribution to the Endowment Fund

Ia. Summary of Assessment Data Collected:

Ia. Use of Results to Improve Unit Services:

Complete a development plan for the college.

Second Means of Assessment for Evaluation Question Identified Above (from your approved assessment plan):

Ib. Means of Unit Assessment & Criteria for Success:

Employee contributions to the Endowment Fund

Ib. Summary of Assessment Data Collected:

Ib. Use of Results to Improve Unit Services:

Third Means of Assessment for Evaluation Question Identified Above (from your approved assessment plan):

Ic. Means of Unit Assessment & Criteria for Success:

DCR Proposed Positions

Fundraising staff works to bring in the money an organization needs to carry out its programs. The development director's primary responsibility, however, is to oversee fundraising, rather than to actually raise money. This person may write grants, research foundations and corporations, and oversee or implement other fundraising strategies, but she or he works mostly behind the scenes, establishing a structure for effective fundraising.

Development often includes: evaluating the organization's future financial needs and goals; creating a long-range fundraising plan and updating it yearly; instituting a public-relations program; maintaining and frequently evaluating a process for adding new board members; training board, staff, and volunteers in fundraising; maintaining fundraising records; writing and sending fundraising letters; sending thank-you notes or overseeing that task; reporting to foundations or large donors on specific projects; and visiting major donors.

The development director works closely with the board or fundraising committee and helps members make and fulfill fundraising commitments. Many board members and staff imagine that hiring a development director will save them from further fundraising tasks. But "Let's pay someone to do this so we can do the real work" is a potentially fatal suggestion. All staff and board members must stay involved in and conscious of fundraising, or become even more so, for the expanded fundraising program to succeed.

Proposed Positions:

- Development, Alumni and Public Relations Director
- Public and Alumni Relations Coordinator
- Development Coordinator
- Marketing/Website/Book keeping

1c. Summary of Assessment Data Collected:

Due to the recent job audit and restructuring study and recommendations, a moratorium was placed on the creation of all new positions.

1c. Use of Results to Improve Unit Services:

Utilize the services of work study students to make up for the personnel needs and research funding sources to pay for the expenses for hiring new staff.

Fourth Means of Assessment for Evaluation Question Identified Above (from your approved assessment plan):

1d. Means of Unit Assessment & Criteria for Success:

1d. Summary of Assessment Data Collected:

1d. Use of Results to Improve Unit Services:

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Administrative Evaluation Question (Use a different form for each evaluation question):

Is there a structure in place to receive and distribute funds collected from donors?

First Means of Assessment for Evaluation Question Identified Above (from your approved assessment plan):

1a. Means of Unit Assessment & Criteria for Success:

Contract/MOU with the University of Guam Endowment Foundation Executive Director:

PROJECT PROPOSAL
College of Micronesia-FSM Endowment Foundation

Submitted to:
 Mr. Kasio Mida, Chairman
 COM-FSM Board of Regents

Submitted by:
 Mark B. Mendiola
Consultant
 December 12, 2011

Introduction

The College of Micronesia-FSM (Federated States of Micronesia) Board of Regents wishes to establish an endowment foundation, herein referred to as the "Foundation." The consultant will provide the framework for the development and implementation of the Foundation.

Scope of Work

The consultant shall carry out the work as outlined below, electronic copies and a briefing shall be provided. The Chair of the Board shall be the point of contact and shall approve the project milestones.

<u>Milestone</u>	<u>Actions</u>
<p><u>Timeline</u></p> <p>1. Recommendations on 2 weeks necessary governance by-laws, policies, procedures, and structure for the implementation of the Foundation.</p>	<p>1.1 Develop by-laws setting forth establishment of Foundation. 1.2 Develop draft policies and procedures. 1.3 Recommend staffing and job descriptions. 1.4 Recommend donor management database. 1.5 Recommend a system for receiving and disbursing contributions. 1.6 Recommend a donor recognition program.</p>
<p><u>Milestone</u></p> <p><u>Timeline</u></p> <p>2. Recommendations on giving opportunities that are suitable for the hybrid foundation model.</p>	<p><u>Actions</u></p> <p>2.1 Recommend policies and procedures for 1 week outright gifts. 2.2 Recommend policies and procedures for deferred gifts. 2.3 Recommend policies and procedures for scholarships and other types of donations.</p>
<p><u>Milestone</u></p> <p><u>Timeline</u></p> <p>3. Recommendations on 1 week</p>	<p><u>Actions</u></p> <p>3.1 Recommend sample print and online</p>

communication and marketing plans.

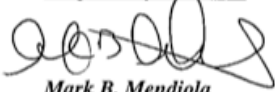
publications.
3.2 Recommend a sample website.

Service Fee Terms and Conditions

Fee is \$15,000 (50% due upon contract approval and 50% due upon completion).

Timeframe: Project shall be complete in 30 days. Milestones and final work shall be approved by the Chairman of the Board. Any changes to this project shall be by mutual agreement and may be effectuated via email. This proposal does not include travel expenses.

Respectfully submitted:



Mark B. Mendiola
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Hagatna, Guam 96932
Email: bennymendiola@hotmail.com

1a. Summary of Assessment Data Collected:

The DCR director submitted to the University of Guam Endowment Foundation Executive Director a scope of work enlisting the types of services the college requires from the foundation to set up its own endowment foundation. The proposed proposal was submitted to the College of Micronesia-FSM Board of Regents. The board decided to send the proposal to the college's legal counsel and hold off on proceeding with its implementation pending the hiring of President Daisy. When on board, President Daisy recommended that the board abandon its decision to work with the UOG Endowment Foundation and enlist the services of Thomas A. Roha, attorney-at-law.

1a: Use of Results to Improve Unit Services:

Receive instructions from President Daisy on the type of structure the college will be recommended to put in place to receive and distribute funds collected from donors.

Second Means of Assessment for Evaluation Question Identified Above (from your approved assessment plan):

1b. Means of Unit Assessment & Criteria for Success:

Development of Endowment Foundation Policies

It was part of the scope of the work submitted to the University of Guam Endowment Foundation to recommend applicable endowment foundation policies to the college.

1b. Summary of Assessment Data Collected:

The DCR director submitted to the University of Guam Endowment Foundation Executive Director a scope of work enlisting the types of services the college requires from the foundation to set up its own endowment foundation. The proposed proposal was submitted to the College of Micronesia-FSM Board of Regents. The board decided to send the proposal to the college's legal counsel and hold off on proceeding with its implementation pending the hiring of President Daisy. When on board, President Daisy recommended that the board abandon its decision to work with the UOG Endowment Foundation and enlist the services of Thomas A. Roha, attorney-at-law.

1b: Use of Results to Improve Unit Services:

Receive instructions from President Daisy on the type of endowment policies the college should have based on recommendations from Mr. Roha.

Third Means of Assessment for Evaluation Question Identified Above (from your approved assessment plan):

1c. Means of Unit Assessment & Criteria for Success:
Personnel Actions

Personnel actions for the following proposed positions were not developed:

- Development, Alumni and Public Relations Director
- Public and Alumni Relations Coordinator
- Development Coordinator
- Marketing/Website/Book keeping

1c. Summary of Assessment Data Collected:
 Due to the recent job audit and restructuring study and recommendations, a moratorium was placed on the creation of all new positions.

1c. Use of Results to Improve Unit Services:
 Utilize the services of work study students to make up for the personnel needs and research funding sources to pay for the expenses for hiring new staff.

Fourth Means of Assessment for Evaluation Question Identified Above (from your approved assessment plan):

1d. Means of Unit Assessment & Criteria for Success:
 Fund Raising Plans were developed for all six campuses.

1d. Summary of Assessment Data Collected:
 All campuses started developing their fund raising plans based on a format recommended by the Endowment Fundraising Steering Committee. The DCR director completed training at all campuses on how to develop their fund raising plans. Only Chuuk and National campuses has not updated their fund raising plans to reflect the recommended format. The Endowment Fundraising Steering Committee was disbanded as part of the restructuring of the college’s organizational structure.

1d. Use of Results to Improve Unit Services:
 Develop fund raising plans for the entire college that can be managed by the DCR.

Fifth Means of Assessment for Evaluation Question Identified Above (from your approved assessment plan):

1d. Means of Unit Assessment & Criteria for Success:
 Receipts of contributions to the Endowment Fund

Date	Received from	Amount	Payment for
10/03/11	COM-FSM Pohnpei Campus	86.00	Fundraising
10/31/11	Herbert Gallen	50.00	October 2011 Sale
11/07/11	COM-FSM Pohnpei Campus	185.75	Fundraising
12/01/11	COM-FSM Pohnpei Campus	119.96	Fundraising
01/03/12	COM-FSM Pohnpei Campus	192.61	Fundraising
02/02/12	COM-FSM Pohnpei Campus	45.90	Fundraising
02/15/12	Christmas Cards	143.50	Card sale
02/28/12	The Friends of Micronesia RPCVS	4,644.66	Contribution
04/02/12	Wen Zhencai, Counselor	100.00	Contribution
04/02/12	Voided	-	
04/02/12	Ambassador, Embassy of Japan	100.00	Contribution
04/10/12	Eugene Edmund	37.50	Louvers frame/blades
04/11/12	Purple Team - Pohnpei Campus	15,215.98	Founding Day 2012
04/11/12	Blue Team - Pohnpei National	3,872.60	Founding Day 2012

Worksheet: Administrative #3

04/11/12	Red Team - Yap	1,800.00	Founding Day 2012
04/11/12	Green Team - Kosrae	1,410.00	Founding Day 2012
04/11/12	White Team - Chuuk	1,050.55	Founding Day 2012
04/12/12	Western & Central Pacific Fisheries Comm.	250.00	Fun Run/Walk 2012
04/20/12	Bank of the FSM	500.00	Donation for Fun Run/Walk
04/24/12	Caroline Fisheries Corp., Inc.	150.00	Donation for Fun Run/Walk
05/04/12	Peer Counseling	171.09	Kick-Butts Show
05/07/12	Fun Run/Walk 2012	865.00	Registration/T-Shirts
05/09/12	Fun Run/Walk 2012 - T-Shirts	95.00	T-Shirts Sale
05/14/12	Fun Run/Walk 2012 - T-Shirts	25.00	T-Shirts Sale
05/16/12	Fun Run/Walk 2012 - T-Shirts	5.00	T-Shirts Sale
06/01/12	Kasio Mida	150.00	Contribution
07/11/12	Ryohei Oike	322.00	Contribution
08/08/12	Raffle 50/50	4,311.00	Fundraising
08/13/12	Raffle 50/50	75.00	Fundraising
07/19/12	VPSS - Student Registration	105.00	Fun Run/Walk 2012
09/05/12	Kasio Mida	250.00	Contribution
09/05/12	COM-FSM Pohnpei Campus	715.25	Fundraising
09/18/12	COM-FSM Yap Campus - Upward Bound	2,590.00	Fundraising
Total:		39,634.35	
<i>Id. Summary of Assessment Data Collected:</i>			
The college has not reach its annual target of 100,000 annually since the board of regents crated the new target. The amount was set besides developing a development plan with complete schemes for achieving it.			
<i>Id: Use of Results to Improve Unit Services:</i>			
Complete a development plan for the college			

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Administrative Evaluation Question (Use a different form for each evaluation question):

Has understanding of the college's mission, purpose and activities increased participatory decision-making?

- Establishing and coordinating multimedia publications for the college
- Being the primary conduit for stakeholders' access to college information and services
- Develop outreach programs, services, activities and structures for alumni

First Means of Assessment for Evaluation Question Identified Above (from your approved assessment plan):

1a. Means of Unit Assessment & Criteria for Success:

Log of multimedia publications from the college:

- <http://www.comfsm.fm/?q=publications>
- <http://www.comfsm.fm/?q=catalog>
- <http://www.comfsm.fm>
-

1a. Summary of Assessment Data Collected:

The DCR continues to initiate some publication as well as review all publications that come out of the college.

1a: Use of Results to Improve Unit Services:

Develop a system for reviewing all publications from the college.

Second Means of Assessment for Evaluation Question Identified Above (from your approved assessment plan):

1b. Means of Unit Assessment & Criteria for Success:

Log of press releases from the college:

- ACCJC President Calls JEMCO Actions Unfortunate
- Chuuk CRE Expands Collaboration with Community
- Board Names Dr Joseph M Daisy as New President
- College Holds 54th Commencement Exercises
- New Leader Calls On College of Micronesia-FSM To 'Choose To Be Great'
- COM-FSM Receives Generous Gift From Friends of Micronesia
- 1st Annual GEAR UP Science Fair and Expo 2012
- Two-member Accreditation Team to Visit the College
- Consultant from Sandy Pond Associates to Review College's Communication Plan
- Accreditation Team Begins Visit at College
- GEAR UP Program Completes First Middle School Science Fair Program and Expo
- ROTC Cadets Begin Training of COM-FSM Upward Bound Students
- STAP Awards Scholarships to COM-FSM Students
- President Daisy Invites Students to Give More at First COM-FSM Convocation

<i>Ib. Summary of Assessment Data Collected:</i> The DCR publishes at least one press release per month.
<i>Ib: Use of Results to Improve Unit Services:</i> Train 80% of program and office heads to write news stories based on established guidelines

Third Means of Assessment for Evaluation Question Identified Above (from your approved assessment plan):

<i>Ic. Means of Unit Assessment & Criteria for Success:</i> Log of newsletter editions from the college: <ul style="list-style-type: none"> • http://www.comfsm.fm/?q=publications
<i>Ic. Summary of Assessment Data Collected:</i> The COM-FSM Sharks Newsletter is published monthly. Print copies are circulated at the National Campus and for government and college donors. Electronic copies are emailed to alumni and other off island donors and friends of the college. Electronic versions are also available on the college website.
<i>Ic: Use of Results to Improve Unit Services:</i> Assess the content of the newsletter to ensure wider readability.

Fourth Means of Assessment for Evaluation Question Identified Above (from your approved assessment plan):

<i>Id. Means of Unit Assessment & Criteria for Success:</i> Report of public relations activities: <ul style="list-style-type: none"> • Organize forum lectures for the college • Respond to community requests for the college
<i>Id. Summary of Assessment Data Collected:</i> The work done by DCR in this areas is mainly responding to requests.
<i>Id: Use of Results to Improve Unit Services:</i> Update the president on a daily basis on community events and activities; engage with Kaselehlie Press to set up a dedicated section for college community announcements; organize at least two forum lectures per month; come up with a scheme to be proactive to public relation needs.

Fifth Means of Assessment for Evaluation Question Identified Above (from your approved assessment plan):

<i>Id. Means of Unit Assessment & Criteria for Success:</i> Policies, procedures, program for alumni: The DCR has developed an online presence for college alumni on Facebook. Through this medium, we receive feedback from the alumni on current COM-FSM developments as well as request for certain services at the college.
<i>Id. Summary of Assessment Data Collected:</i> The page currently lists 459 members. Feedback from this group has let the college to consider making efficient processes for alumni transcript requests.
<i>Id: Use of Results to Improve Unit Services:</i> Update alumni lists and research a contentment management program for alumni information. Feature college alumni in future publications of the COM-FSM Sharks Newsletter.