

Administrative and Support Units Mission and Objectives Development Worksheet

Development and Community
Relations

FY 2013 (10/1/12 – 9/30/2013)

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:
 - Developing a development plan for the college
 - Conducting fund raising activities
 - Research possible data management programs or software for donors
 - Develop 50/Plenty raffles at states campuses
 - Organize dinner/ cultural performances for 20th anniversary
 - Set up a public concert in town for pianist
 - Develop policies and procedures for donor management.
- **Objective 2:** Enhance understanding of college's mission, purpose and activities to increase participatory decision making by:
 - Publicizing Community Meetings
 - Communicating college highlights/ key information to public and government via short narratives with graphics
 - Adding FAQ section to website to help students obtain answers to most frequently asked questions.
 - Go through website and correct all information: outdated, inaccurate, illegible/incomprehensible, typos
 - Work with program and office heads to contribute news stories to the website
 - Updates to the community via radio
 - Publish committee highlights to the website
 - Track whereabouts of alumni
 - Work with webmaster to develop a labeling strategy for website photos
 - Organize two monthly forum lectures
 - Organize monthly college meetings
 - Include alumni and faculty profiles in the newsletter
 - Organize the college's 20th anniversary celebration
 - Organize benefit concert for student as part of 20th anniversary
 - Update Faces of COM-FSM video production with footages from state campuses
 - Create another video production on current students
 - Organize with Kpress regular contributions from the college.