Administrative and Support Units
Assessment Plan

Development and Community
Relations

FY 2013 (10/1/12 – 9/30/2013)

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: o   planning, developing and implementing public information programs and services o   planning, developing, and implementing comprehensive fund development programs and services o   researching and writing procedures and disseminating a wide range of informational materials related to COM-FSM's communication programs and fund development o   developing and executing public relations, marketing and advertising plans o   assuring the design, printing and distribution of promotional fund development publications o   coordinating and publicizing special college and community events o   developing cost analyses for public relations projects o   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 o   assisting visitors and representatives of the media attending college or campus functions o   represent the college at internal and external events, and serve as spokesperson regarding fund development inquiries o   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

o supervising the distribution of news through multi-media publicity channels
o 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:
    o Developing a development plan for the college
    o Conducting fund raising activities
    o Research possible data management programs or software for donors
    o Develop 50/Plenty raffles at states campuses
    o Organize dinner/ cultural performances for 20th anniversary
    o Set up a public concert in town for pianist
    o Develop policies and procedures for donor management.

- **Objective 2**: Enhance understanding of college's mission, purpose and activities to increase participatory decision making by:
    o Publicizing Community Meetings
    o Communicating college highlights/ key information to public and government via short narratives with graphics
    o Adding FAQ section to website to help students obtain answers to most frequently asked questions.
    o Go through website and correct all information: outdated, inaccurate, illegible/incomprehensible, typos
    o Work with program and office heads to contribute news stories to the website
    o Updates to the community via radio
    o Publish committee highlights to the website
    o Track whereabouts of alumni
    o Work with webmaster to develop a labeling strategy for website photos
    o Organize two monthly forum lectures
    o Organize monthly college meetings
    o Include alumni and faculty profiles in the newsletter
    o Organize the college's 20th anniversary celebration
    o Organize benefit concert for student as part of 20th anniversary
    o Update Faces of COM-FSM video production with footages from state campuses
    o Create another video production on current students
    o Organize with Kpress regular contributions from the college.

Evaluation questions	Data sources	Sampling	Analysis
1. Has the college increased the rate of the growth of the college's endowment fund?	• College development plan • Fund raising receipts • Data management program • Report of 20th anniversary activity and fund raising • Policies and procedures for donor management.	Sample pattern under yearly administration survey	Descriptive statistics
2. Has understanding of the college's mission, purpose	• Log of	Sample pattern	Descriptive

Evaluation questions	Data sources	Sampling	Analysis

and activities increased participatory decision making?
 	
    o   Establishing and coordinating multi-media publications for the college
    o   Being the primary conduit for stakeholders' access to college information and services.
    o   Develop outreach program, services, activities and structures for alumni.
	community meetings
	• Monthly short news narratives
	• Website updates
	• Log of news story contributors
	• Forum Lecture log
	• College meeting fliers
	• Updated Faces of COM video production.
	• Sample productions with Kaselehlie Press.
		under yearly administration survey;	Analysis

Timeline

Activity	Who is Responsible	Date
Make arrangements/schedule an agenda for community meeting at the Chuuk BOR meeting to engage external stakeholders. Get agenda and adverts out in advance	President with BOR and support from DCR and Chuuk Campus Dean Same for following venue (Kosrae?) Add Kosrae Campus Dean	NOV/DEC BOR meeting Chuuk FEB/MAR meeting in Kosrae?
Communicate college highlights/key information to public & government via short narratives with graphics.	President and Cabinet (support from DCR)	Monthly
Integrated Educational Master Plan	VPIA & IRPO with work from other VPs, Mid-level Management Team (MLM) Share work and work in progress with CAC and PRC for input. Work with Sandy Ponds group for guidance/input.	15OCT12
Work on Web strategy plans as identified in Floyd Takeuchi's report & branding work. Add FAQ to website to help students obtain answers to most frequently asked questions. Go through site and correct all information: outdated, inaccurate, illegible/incomprehensible, typos: corrected "the team found the college website is frequently outdated or inaccurate, with links	IT & DCR (with VPIEQA)	Basic improvements with bad/outdated information removed/corrected: 15SEP12 January 11, 2013 other

Activity	Who is Responsible	Date
missing or empty, which negatively impacts research, access to information, and communication (I.B.3-6)" (Evaluation Report, 2010, p. 25).		
Work with program and office heads to contribute news stories to the website.	IT & DCR	Minimum of one story each week. Minimum of one non-National story each week.
Updates to community via radio	DCR	Monthly.
Publish committee highlights to website.	IT, DCR, Committee Chairs, Council of Chairs	First of each month.
Governance policy updated and presented to BOR	Council of Chairs, Cabinet, Mid Level Management Team	31OCT12
Graduates. Must expand/update databases and make serious efforts to document/track where our graduates are.	DCR & IRPO with support from program coordinators	JAN13
DCR Assessment report from 2011-2012. DCR Assessment worksheets 1 and 2 for 2012 - 2013	DCR	28SEP12
Review **academic freedom statement**. ER 12. We are to also ensure not only faculty but also, "students are free to examine and test all knowledge appropriate to their discipline or area of major study as judged by the academic/educational community in general". I don't see students mentioned in our statement (Accreditation Reference Handbook, 2011, p. 7). Statement also must be in college catalog.	VPIA with CAC and faculty senate (with DCR for catalog)	15NOV12
Trip reports that note training & work with external stakeholders. I need more and continued evidence on efforts with external stakeholders.	DCR	Ongoing
Meet with Webmaster to create strategy for labeling and identifying photos on the college website	DCR and Webmaster	October 2012
Document meetings and interactions with external stakeholders	DCR	September 2012 and ongoing
Document DCR Office meetings	DCR	Ongoing
Monthly forum lectures. Work with offices and agencies to organize two forum lectures per month	DCR	September, 2012
Organize a specific time for an all-community meeting once a month	DCR	September 2012
Update Alumni and Donor spreadsheets: • Setup workstations outside VPIEQA office • Hire work study students to update spreadsheets • Paulo working with Financial Aid to obtain work study students	DCR	November 2012
Include alumni and faculty profiles in the newsletter	DCR	October 2012
Search for possible alumni and donors management program	DCR	November 2012

Activity	Who is Responsible	Date
Develop 50/Plenty raffles for each campus for the Christmas holidays	DCR and Campus Deans	December 2012
20th Anniversary Celebration Week: • Dinner/ cultural performances • Benefit concert for students by pianist • Set up public concert in town for the pianist (Goal is to raise $10,000) • DCR will communicate with the pianist by September 2012.	DCR with other offices	March 2012
Faces of COM-FSM video production. To be updated to include footages from all campuses. Footages from all campuses are available. Copies of productions will be sent to cable stations	DCR	November 2012
Create another video production on the life of current students	DCR	February 2013
Set up with Kpress a monthly PSA section for the college. DCR will meet with Kpress editor	DCR	September 2012

Comments: