

Administrative and Support Units Assessment Plan

Development and Community Relations

Unit/Office/Program

FY 2008 (10/1/07 – 9/30/2008)

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: DCRO will increase the rate of the growth of the college's endowment fund to support long term growth of the college by developing and implementing a comprehensive plan for the endowment fund.
Objective 2: DCRO will create a fully functioning Endowment Fundraising Committee to coordinate all aspects of the college's endowment fund raising activities by establishing local, international, government and alumni subcommittees.
Objective 3: DCRO will enhance understanding of college's mission, purpose and activities to increase participatory decision making by establishing and coordinating and distributing multi-media information publications for the college. Being the primary conduit for stakeholders' access to college information and services.

Evaluation questions	Data sources	Sampling	Analysis
1. Is the college's endowment fund growth increasing?	<ul style="list-style-type: none"> • Endowment Strategic Plan • Committee minutes • Financial statements • Log of endowment funding raising efforts • Administration satisfaction survey 	Sample pattern under yearly administration survey	Descriptive statistics
2. Is the Endowment Committee and subcommittee structure functioning as intended under the governance policy?	<ul style="list-style-type: none"> • Governance policy implementation evaluation • Minutes of committees and subcommittees operations • Monthly & quarterly reports 	Sample pattern under yearly administration survey	Descriptive statistics
3. Has the development and distribution through multimedia productions resulted in improved understanding of the college's missions and activities and increase participation in decision making?	<ul style="list-style-type: none"> • Governance policy implementation evaluation • Survey of college community on satisfaction with materials development (Administrative survey) • Log of publications development and delivery 	Sample pattern under yearly administration survey	Descriptive statistics

Timeline

Activity	Who is Responsible?	Date
1. Development of Endowment Fund Plan	DCR + Endowment fund committee	December 2009

Worksheet: Administrative #2

1a. Additional items as specified in the Endowment strategic plan	DCR	December 2009
2. Endowment Committee & subcommittees meeting and reporting schedule	DCR + Endowment fund committee	Quarterly
3. Annual Administration Survey	IRPO	April each year
4. Governance Policy Evaluation	Governance Working Group	Summer 2009

Comments: