

**Administrative and Support Units  
Mission and Objectives Development Worksheet**

Development and Community  
Relations

FY 2010 (10/1/09 – 9/30/2010)

**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**

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 (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 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:**

- **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 and implementing a comprehensive plan for the endowment fund.
- **Objective 2:** To create a fully functioning Endowment Committee to coordinate all aspects of the college's endowment fund raising activities by:
  - Establishing local, international, government and alumni subcommittees.
  - Regular reporting on activities and accomplishments of the subcommittees.
- **Objective 3:** Enhance understanding of college's mission, purpose and activities to increase participatory decision making by:
  - Establishing and coordinating multi-media publications for the college
  - Being the primary conduit for stakeholders' access to college information and services.