

DCAD DEPARTMENT ASSESSMENT FRAMEWORK

Department : Development

Fiscal Year: 2009/2010

GOAL: Increase Long Term Fundraising

DCAD Mission Reference
Manages its human, financial, and physical resources effectively and efficiently to advance DCAD's programs and services.
DCAD Strategic Plan Reference
Institutional Goals Supported
DCAD Outcomes (measurable, subset of goal)
1) Mailing/email list 2) Alumni activities
Assessment Methods/ Measures
1) Number of donor prospects 2) Activities planned and number of participants
What / Who is being assessed
Campaigns/Director of Development/Board
Frequency of Assessment Administration
1) Monthly 2) Annually
Reliability/Validity Information
Reliability- data is reliable. Pulled from donor database and Constant Contact. Validity-
Standard or Criterion or Benchmark (dollars/percentage expected to "meet" or "exceed" expectations for the outcomes)
1) 180 2) 2 activities/110 attendees
Results (Actual Level of Achievement)
(Describe, based on quantitative data) 1) 180 2) met

Actions Taken (comprehensive, narrative analysis to address results)

- 1) Sent reminders to board members to increase lists. Captured emails at each event.
- 2) Emailed and mailed invitations to alumni for brunch. First alumni exhibition and reunion.

Actions narrative – (supported by results)

- 1) Board members continue to give lists from other events. Few give actual names and addresses of peers.
- 2) Alumni respond to mailings, Facebook and emails.

Closing the loop

<u>Action</u>	<u>Person Responsible</u>	<u>Implementation Date</u>	<u>Results</u>
Assess list each month	V. Jermusyk	Monthly	Continuous maintenance of list.
Continue to promote to Alumni and involve in Planning. Utilize Facebook for more communications.	V. Jermusyk	July/August	Increased participation.

Version #2 – 10/25/04

DCAD DEPARTMENT ASSESSMENT FRAMEWORK

Department: Development

Fiscal Year: 2009/2010

GOAL 2: Increase short term fundraising

DCAD Mission Reference
Manages its human, financial, and physical resources effectively and efficiently to advance DCAD's programs and services.
DCAD Strategic Plan Reference
Institutional Goals Supported
DCAD Outcomes (measurable, subset of goal)
3) Fundraiser revenue 4) Annual Appeal Revenue 5) Grants
Assessment Methods/ Measures
3) Dollars raised 4) Grants applied for
What / Who is being assessed
Campaigns/Director of Development/Board
Frequency of Assessment Administration
3) Fundraiser- annually 4) Annual Appeal- monthly 5) Grants- annually
Reliability/Validity Information
Reliability- data is reliable. Pulled from donor database. Validity-
Standard or Criterion or Benchmark (dollars/percentage expected to "meet" or "exceed" expectations for the outcomes)
3) \$65,000 4) \$52,672 5) \$109,300
Results (Actual Level of Achievement)
(Describe, based on quantitative data) 3) -6.2% 4) +.8% 5) met
Actions Taken (comprehensive, narrative analysis to address results)
3) Sent reminders to board members to increase guests. Increased visibility with Spinto Band. 4) Annual Appeal reminders sent out in Spring. Sent appeal to alumni.

5) Grants were researched for appropriateness and feasibility within scope of department's campaign timeline and duties.

Actions narrative – (supported by results)

- 1) Fundraiser goal was affected by economy. Fundraiser event was divided between buildings and had many moving parts, including President's retirement. Director of Development did not delegate enough duties.
- 2) Annual Appeal fared well despite the economy. Donors continue to respond to personal notes from board members.
- 3) Second Bank of America grant was issued in FY 10, but decision was made to include it in FY 09 results. Six grants were applied for. 3 were received.

Closing the loop

<u>Action</u>	<u>Person Responsible</u>	<u>Implementation Date</u>	<u>Results</u>
Examine fundraiser strategies and involve faculty/staff/board in process.	V. Jermusyk	November	Increased support from staff and faculty
Examine Annual Appeal responses and survey donors; utilize APRA	V. Jermusyk	July/August	Altered letter and timeline to increase participation and amounts
Research changes in giving focus of go-to foundations while looking for new potential grant makers	V. Jermusyk	Ongoing	Prepared files for possible grants to specific projects; developed new funding relationships