

DEVELOPMENT DEPARTMENT GOAL ASSESSMENT

Location: First Floor, 600 N. Market St.

Date: December 5, 2010

Department position(s): Director of Development

Department Mission

The mission of the Office of Development is to support the college's ongoing operations and strategic initiatives through a comprehensive, integrated, fund-raising program.

Overview of Primary Services, Programs, Functions

The Office of Development is responsible for the management of the fundraising program in cooperation with the President and the Development Committee of the Board of Overseers. The primary areas of responsibility include grant management, donor development, event planning, annual appeal design and implementation, alumni development and capital campaign design, implementation and close-out.

Departmental goals

1. Increase short-term fundraising.
2. Develop long-term fundraising

Assessment Goal 1

1. Is the annual appeal and fundraiser effective for increasing revenue
2. How could these be improved

Assessment Goal 2

1. What other sources of increasing the number donor prospects are there
2. What is the timeline for the next capital campaign
3. What is the appropriate amount of contact with donors / prospective donors to maximize revenue; Should we hold more events
4. Are alumni staying in contact after they graduate and what level of success are they achieving in their career
5. Will current donors continue to contribute; How do they feel about their donation
6. How do prospective donors feel about contributing in the future
7. Is the Communications department being utilized effectively to attract donors

Development

12/5/2010

Strategic Goal III: Build Infrastructure

Department Goal	Functional Area	Responsibility	Methodologies	Resources	Measures	Outcomes	Timeline
GOAL 1: Increase revenue from short-term fundraising	Governance and Administration	Director of Development	Hold annual events including fundraiser, board member events Implement annual appeal Apply and maintain grant	Funds for events and mailings Direct effort	Revenue from Fundraiser Revenue from Annual appeal Revenue from grants	Increased revenue	

Strategic Goal III: Build Infrastructure

Department Goal	Functional Area	Responsibility	Methodologies	Resources	Measures	Outcomes	Timeline
GOAL 2: Develop long-term fundraising initiatives	Governance and Administration	Director of Development	Plan and implement a capital campaign (dependant developing a facilities master plan) Expand donor base through alumni, family and community events Board member involvement	Funds for capital campaign Funds for events Direct effort in networking	Progress on capital campaign development Number on donor mailing list Donor and alumni surveys (How did you hear about DCAD)	Funds to support the growth and long-term vision of the College	