
Program or Service Specific Assessments

Unit: Advancement

What program or service specific assessment occurred in the current academic year?

Alumni who participated in alumni programs in 2003-2004 were surveyed to determine what types of alumni programming was most desirable/useful. The Alumni Association Board reviewed all survey data and provided feedback regarding the types of programs that should be offered to alumni in 2004-2005.

How were the results of the assessment used to improve services or programs?

Alumni programming in 2004-2005 focused upon career and vocational development in direct response to the 2003-2004 survey results. A calendar of events for 2004-2005 was mailed to all alumni.

What program or service specific assessment occurred in the current academic year?

The office of special events conducted ongoing program review throughout the 2004-2005 year. In particular, the division participated in an extensive review of all donor related events and the entire calendar.

How were the results of the assessment used to improve services or programs?

The division identified and prioritized competing interests and reviewed event goals. Event recommendations included: goals, time of year, seasonal considerations, location, facility availability, facility resources, dates, proximity to other events, etcetera. Maintaining or improving attendance at Foundation events will result in improved donor/prospect stewardship and improved fundraising results.

What program or service specific assessment occurred in the current academic year?

Staffing needs are reviewed every year. A planned giving officer, coordinator for college campaigns, and a coordinator of events were added to the staff in 2004-2005 to help meet Foundation goals. FGCU and the Foundation provided necessary funds to support these new positions.

How were the results of the assessment used to improve services or programs?

Additional staff contributed to the overall achievement of annual Foundation goals including, but not limited to, planned giving, college campaigns, and special events.

What program or service specific assessment occurred in the current academic year?

The budget was reviewed in 2004-2005 in anticipation of both ongoing and new capital campaign costs.

How were the results of the assessment used to improve services or programs?

As a result, the Foundation Board authorized up to an additional \$125,000 for capital campaign expenses during the 2005-2006 academic year.
