**ANNUAL ADMINISTRATIVE ASSESSMENT REPORT**

**Division:** University Advancement  
**Program Area/Department:** Annual Giving

**Mission Statement:** To raise unrestricted budget relieving funds for the University by strengthening relationships with our current, past and future donors including students, parents, alumni and friends.

<table>
<thead>
<tr>
<th>Goals or Student Learning Outcomes</th>
<th>Annual Performance Objectives (APOs)</th>
<th>Methods of Assessing Annual Performance Objectives</th>
<th>Assessment Results</th>
<th>Improvements Identified (I) or Made (M)</th>
<th>Year Assessed</th>
</tr>
</thead>
<tbody>
<tr>
<td>List goals or student learning outcomes for your department, aligned with the mission of your division or the university. Goals are declarations of the end results you hoped to accomplish.</td>
<td>What specific actions did you take in the past year to help meet this goal? APOs should not be office functions, but should focus on how to better serve your constituents.</td>
<td>How, when, and where did you assess or evaluate your APOs, either quantitatively or qualitatively (i.e., surveys, interviews, focus groups, logbooks, completion times, success rates, etc.)?</td>
<td>What were the actual assessment results? How did you perform in meeting the APO?</td>
<td>What programmatic improvements were identified or made based on the assessment results? Describe and denote with an I or M.</td>
<td>List the Year when Goal/SLO was assessed.</td>
</tr>
</tbody>
</table>

1. Increase alumni participation rate above previous year’s 23%
   - b. Investigate possible partnership with alumni board to increase alumni participation.
   - Giving report at the end of fiscal ’12-’13.
   - Increased alumni participation to 25%.
   - (I) Alumni board would like to partner for a participation drive in fiscal ’13-’14.
   - 2013

2. Increase total unrestricted annual giving dollars in response to fundraising efforts like mass appeals, call center and direct asks.
   - a. Execute minimum of two mass appeals.
   - b. Utilize call center for annual giving solicitations
   - Giving report at the end of fiscal ’12-’13.
   - Increased unrestricted annual giving dollars by 24% over previous total to $1,326,372.
   - (I) Consider moving assigned donors out of call center calling lists.
   - 2013
<table>
<thead>
<tr>
<th>Goals or Student Learning Outcomes</th>
<th>Annual Performance Objectives (APOs)</th>
<th>Methods of Assessing Annual Performance Objectives</th>
<th>Assessment Results</th>
<th>Improvements Identified (I) or Made (M)</th>
<th>Year Assessed</th>
</tr>
</thead>
</table>
| 3. Increase number of Ovid Butler Society (OBS) donors by 5% over FY '11-12 number of 948. | a. Solicit current OBS members to maintain current membership  
b. Solicit donors already giving $500 - $999 to increase gift to OBS $1000 level | Database report | Increased OBS donors by 7% to 1,018. | (I) OBS donors are increasingly giving to various areas of the University. Need to evaluate recognition of OBS donors and possible return to recognition to only donors giving to unrestricted/Butler Fund. | 2013 |