

## Advancement

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#### Administrative Unit Assessment

FY 18 (July 2017-July 2018)

#### Department and Assessment Report Information

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For which department or area are you reporting?	Advancement
What is the name and MGA email address of the person responsible for this report?	Ken Fincher ken.fincher@mga.edu

#### Departmental Mission and Goals

The mission and goals of the department should be consistent over a 5 year period, although some institutional changes may necessitate and prompt a change in mission or goals for specific departments. In this section, you will report the mission statement for your department as well as the long term goals (5 year range) for the department.

<b>What is the mission statement for this department/area? Your mission should explain why the department/area exists and who it serves.</b>	The primary purpose of the MGA Foundation is to further the mission of MGA by accepting, managing , investing, and providing oversight to philanthropic programs that support the university. The foundation exists to support MGA students, faculty, staff, alumni and the communities in which we live and work.
<b>What are the goals for this department? These should be the "big things" the department/area intends to accomplish within 5 years.</b>	Complete the Legacy of Greatness Campaign, Increase Annual Giving to over \$1,000,000 per year, to increase the amount of scholarships awarded and to increase the number of grants applied for and funded.

## Objectives

Each year, every department should identify objectives the department hopes to accomplish in the next year. These should align with departmental goals and the MGA strategic plan. In the next section you will be reporting on the objectives you set and whether or not you achieved them in FY 18. Later in the document you will report on objectives you hope to accomplish in the coming fiscal year, FY19.

### Objective 1

<b>Objective 1: What was this department's first objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.</b>	Increase need based aid, number and amount of scholarships awarded
<b>Objective 1: How did your department measure this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)</b>	Increase alumni giving, increase in participation of alumni giving to the annual campaign and to the university in total
<b>Objective 1: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)</b>	+/- 2% increase
<b>Objective 1: At what level did the department/area achieve on this objective? (This should be a number, i.e. 82%, 6%, 345 attendees, 75% engagement)</b>	+/- 3%
<b>Objective 1: Did your department meet this objective?</b>	The department met this objective.
<b>Objective 1: What did your department learn from working toward this objective? What changes will you make based on this effort next year?</b>	Expand reach reduce phone-a-thon

## Objective 2

<b>Objective 2: What was this department's second objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.</b>	advance capital campaign
<b>Objective 2: How did your department measure this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)</b>	Amount raised
<b>Objective 2: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)</b>	Increase amount donated
<b>Objective 2: At what level did the department/area achieve on this objective? (This should be a number, i.e. 82%, 6%, 345 attendees, 75% engagement)</b>	Increased from 23% to 45%
<b>Objective 2: Did your department meet this objective?</b>	The department met this objective.
<b>Objective 2: What did your department learn from working toward this objective? What changes will you make based on this effort next year?</b>	Utilize volunteers and work on naming opportunities

### Objective 3

<b>Objective 3: What was this department's third objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.</b>	Increase annual campaign
<b>Objective 3: How did your department measure this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)</b>	Amount raised versus last year
<b>Objective 3: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)</b>	3%
<b>Objective 3: At what level did the department/area achieve on this objective? (This should be a number, i.e. 82%, 6%, 345 attendees, 75% engagement)</b>	3%
<b>Objective 3: Did your department meet this objective?</b>	The department met this objective.
<b>Objective 3: What did your department learn from working toward this objective? What changes will you make based on this effort next year?</b>	Increase effectiveness and efficiency of fundraising programs

#### Objective 4

<b>Objective 4: What was this department's fourth objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.</b>	Increase scholarships awarded
<b>Objective 4: How did your department measure this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)</b>	number and amount awarded
<b>Objective 4: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)</b>	3%
<b>Objective 4: At what level did the department/area achieve on this objective? (This should be a number, i.e. 82%, 6%, 345 attendees, 75% engagement)</b>	3%
<b>Objective 4: Did your department meet this objective?</b>	The department met this objective.
<b>Objective 4: What did your department learn from working toward this objective? What changes will you make based on this effort next year?</b>	Market scholarships, have a good investment policy

## Future Plans

<p><b>Please identify at least four measurable objectives for the next fiscal year. In listing the objectives, please use the format shown in these examples.1) The Department of X will improve services levels by 5% as measured by our satisfaction survey. 2) The department to X will provide training in ABC for at least 73 MGA faculty and staff.</b></p>	<p>1. Increase number of alumni at events and participating 2. Complete capital campaign 3. Raise funds for enrollment center 4. Create a Giving Day program 5. Increase net at Gala event and other events</p>
<p><b>Based on this assessment, please share your thoughts on the current status and future direction of this department or area.</b></p>	<p>The departments capacity to fundraise is at an all time high, yet our best days are ahead. We obtained one of the largest gifts in the history of the university and netted over \$100,000 in our last gala. There are still other opportunities for us to grow our annual campaign, events and to complete the capital campaign.</p>

Form run:

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