

Institutional Effectiveness Report

Assessment Summary

Administrative Unit: Advancement Services

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Assessment Cycle (academic or calendar year): 2005, 2006, 2007

Mission: The Office of Advancement Services provides support for the division of University Advancement through maintaining Alumni and donor database, financial record keeping, receipt and disbursement of funds and reconciliation of gifts and funds received by the Valdosta State University Foundation, and maintaining and compiling financial, statistical, campaign reports and producing mailing lists for various purposes.

Assessment History (discuss here how and when the unit developed its current assessment program, what it used prior to starting that program to assess its effectiveness, etc.):

Previous and ongoing evaluation methods include annual evaluations for each staff member; the audit of the VSU Foundation by an external, independent auditor on an annual basis.

In 2006, the Division of University Advancement began a Process Improvement Review in conjunction with the University's implementation of a program for continuous improvement. An internal audit was performed and results were given to the department. Within the results, areas were identified necessitating improvement in existing processes. The Office of Advancement Services began developing performance goals in 2007, in consideration of the results. Metrics are defined for each goal. Advancement Services staff members meet quarterly to discuss issues, goals and goal completion dates. No changes have been made in the process.

Goals for Unit:

Goals defined on the Strategic Planning Database:

1. Provide Financial Edge training to University Advancement accounting staff.
2. Develop an advancement procedure manual to include information regarding records compliance and scholarship database procedures. (Supporting Strategy: Implementing Internal Process Improvements).
3. Communicate appropriate policies and procedures of the VSU Foundation Trustees Handbook to department managers. (Supporting Strategy: Expand "cultivation tool" and educate campus.)
4. Provide Raiser's Edge database applications training to ensure that each user understands the tools that they have at their disposal and ensure they can use the tools to assist with the fundraising efforts of the University Advancement division. Deans will be provided with an informational session on RE, particularly the College of Education and the College of Arts and Sciences to become familiar with the system but not be able to enter information. (Supporting Strategy: Expand "cultivation tool" and educate campus.)
5. Bring Current Advancement Support Services accounting records into compliance with VSU record retention policies by June 30, 2008.
6. Establish an electronic database to maintain accurate information (including signed agreements with awarding criteria) for scholarships that are managed by the VUSF in order to comply with all scholarships requirements and maintain stewardship responsibilities for managing funds.

