

HACC Assessment Record

Department/Campus:

College Advancement

Unit:

College Development

Assessment Start Date:	January 28, 2013	
Goal: <i>(Campus, department or unit)</i>	Goal 3: Develop standard metrics to evaluate the development staff HACC SP: Operational Excellence	
Objective: <i>(Measurable)</i>	<ul style="list-style-type: none"> • Include metrics into the moves management matrix. • CDOs will use a revised moves management matrix by June 30, 2013. 	
Alignment to Strategic Plan: College Development Office Alignment to Strategic Plan Matrix	Goal III: Operational Excellence	
Sources of Evidence to be used: <i>(Measures that would point to achievement of goal/objective. Examples: databases, focus group feedback, surveys. See p. 10 of Guide.)</i>	Tallies of: <ul style="list-style-type: none"> • Successfully completed moves/month • Money Asked/annually • Money Raised/annually 	
Type of Assessment : <ul style="list-style-type: none"> • Information– Gathering <i>(needs assessments, inventories, establishing baselines)</i> • Performance–Evaluating <i>(How well are we doing? Have we improved?)</i> 	Performance-Evaluating: Use of metrics in the evaluation of performance.	
IF ASSESSMENT IS PERFORMANCE-EVALUATING:		
*Benchmarks and Performance Targets are critical when evaluating performance. They may or may not be as critical when gathering information, although a rubric may be developed to organize categories under consideration.	Benchmarks or Standards (See pp. 11 – 13 of Guide)	Performance Target (See pp. 13 – 17 of Guide)
	External Peer Benchmarks: <ul style="list-style-type: none"> • Albright College, • Gettysburg College, • Alvernia University. 	8 completed moves/month = needs improvement 12 completed moves/month = satisfactory 16 completed moves/month = exemplary Money raised - 4 times a fundraiser's total compensation

		<p>= needs improvement Money raised - 6 times a fundraiser's total compensation = satisfactory Money raised - 8 times a fundraiser's total compensation = exemplary</p> <p>Money asked – equal to money raised = needs improvement</p> <p>Money asked – 5 times money raised = satisfactory</p> <p>Money asked – 3 times money raised = exemplary</p>
<p>Findings: <i>(What did we learn from this assessment? What did the evidence say?)</i></p>	<p>Most colleges require development staff to achieve 12-16 successfully completed moves each month. The required amount of money to be raised is normally 8 times a fundraiser's total compensation (salary and benefits). In order to achieve this, the amount asked normally needs to be 3 times the amount raised. So, a satisfactory amount of money raised for someone with a total compensation of \$80,000 would be \$640,000. A satisfactory amount of money asked to raise this amount is \$1,920,000. Our findings, based on reports from our fundraisers, show they complete 3 or 4 moves each month. This will need to increase if they are going to be successful and achieve their goals. It would be interesting to see what is preventing them from completing more moves on a monthly basis.</p>	
<p>Decision-Making: <i>(What changes of practice are indicated? What budget priorities are established? What accomplishments should be celebrated and showcased?)</i></p>	<p>Our development staff needs to visit more prospects so they can ask for more gifts and eventually raise more money. No one has completed 8 moves/month yet. In order to achieve this goal, I suggest training the community development officers on how to make the most of their time, how to make phone calls to schedule donor visits, and how not to get discouraged when they hear "no." Everyone's numbers will be shared at our monthly development team retreats. The highest achiever each month will be awarded a token of esteem (to be determined). In addition, "kudos" will be delivered to the highest achiever at our monthly OCA retreats, to make everyone in the division aware of our high performers. I will ask the highest achiever to share her experiences and practices with the team so they can gain tips and aspire to a high level performance.</p>	
<p>Assessment Closing Date:</p>	<p>May 30, 2013.</p>	
<p>Notes:</p>		