

Assessment Plan Report Preparation Form
University Advancement
6-6-05

Outcomes	Related Division Goals	Related University Goals	Method(s) of Assessment	Who Assessed (population)	When Assessed (dates)	Standard of Mastery Criterion of Achievement	What is Hoped to Be Learned?
<p>1. Enhance internal & external communication of academic and other campus related programs/initiatives.</p>	<p>I. KMSU will be a viable marketing, community relations and MSU communication tool</p> <p>II. Refine and implement Integrated Marketing Plan</p> <p>VI. Enhance Service to MSU by Printing Services</p>	<p>I. The University will foster an actively engaged and inclusive learning community ...</p> <p>II. The University will prepare students for careers and for life-long learning ...</p>	<p>KMSU programming and listenership. Arbitron rankings. KMSU sponsorships</p> <p>Printing Services total projects/impressions report; financial report for this self-sustaining area</p> <p>Marketing surveys of random consumers in target market area.</p>	<p>Listeners</p> <p>Campus offices using Printing services</p> <p>Twin Cities Metro and Mankato area populations</p>	<p>Yearly</p>	<p>Increase listeners each year.</p> <p>Increase sponsorships each year.</p> <p>Increase in positive balance of Printing accounts</p> <p>Increase name recognition by general public</p> <p>Increased quality of prospective students applying to MSU.</p> <p>Increased numbers of applicants for admission.</p> <p>Increased ease of corporate and foundation grants</p> <p>Increased pride by alumni</p> <p>Increased understanding by Minnesota legislators.</p>	<p>How many actually tune in on a regular basis? What groups are listening to KMSU? What programming will gain larger listener audience? How can we enhance MSU's brand recognition by listeners?</p> <p>How can we make Printing Services customers better consumers? How can we assure MSU graphic identity standards are met/maintained?</p> <p>How can we enhance MSU's reputation in national rankings? How can we enhance MSU's image among other higher education administrators? How can we increase legislator's understanding of MSU's unique programs and traditions in education?</p>

2. Enhance academic and related campus services through fundraising and giving initiatives.	III. Improve comprehensive fundraising plan for MSU Develop capital campaign Create a planned giving program	VI. The University will invest in the professional development of all members of the University Community....	Gifts & Grants Summary Council for Aid to Education annual report MnSCU Gifts and Grants report	Monetary sources Gift/Grant Records Non-cash/In-kind contributions Bequests	Yearly, as of June 30	Improve giving each year. Improve Alumni participation % Increase total donors. Increase bequests and other planned gifts. Increase Foundation endowment	Who's giving and how much? What among MSU's programs has most appeal to donors? How can we best reach alumni and other donors?
3. Expand alumni and public's knowledge and support of the university through various media and public information services. (media relations & marketing)	I. KMSU will be a viable marketing, community relations and MSU communication tool II. Refine and implement Integrated Marketing Plan IV. Improve Alumni Relations program in Advocacy for MSU	I. The University will foster an actively engaged and inclusive learning community ... V. The University will increase the quantity and quality of service to the state, region, and global community...	Alumni website hits Readership News placement rates Greater legislative funding, and bonding Higher US News ranking More alumni helping lobby legislature	Alumni, public, news organizations	Yearly	Greater awareness in marketing surveys in target areas. Move permanently into Tier 2 in US News rankings. University's academic profile will improve. MSU will become a destination of choice by prospective students. Increase in number of Legacy students on campus.	What it takes to instill pride in alumni? How frequently do we need to re-educate legislators about MSU? What aspect of the university will get the attention of other higher education administrators? What does it take to get an alumnus or alumna to encourage their child to attend MSU?
4. Provide students and alumni personal, educational, and professional growth/development opportunities.	I. KMSU will be a viable marketing, community relations and MSU communication tool IV. Improve Alumni Relations program in Advocacy for MSU	I. The University will foster an actively engaged and inclusive learning community ... V. The University will increase the quantity and quality of service to...	Student & alumni initiative (i.e., e-mentoring; business etiquette) participation rate/growth. Alumni satisfaction survey Alumni participation rates in annual giving	Students, alumni Alumni	Yearly Yearly	Increase number of offerings over previous year or maintain. Expect satisfaction rating to be at a "satisfied" or higher level.	What is MSU's level of outreach to alumni and current students? What kind of educational offerings are alumni seeking? How can we deliver additional education and degrees to alumni?

<p>5. Enhance university partnerships and presence in community.</p>	<p>VII. Enhance University Partnerships and Presence in Community</p>	<p>V. The University will increase the quantity and quality of service to the state, region, and global community ...</p>	<p>Memberships Conferences held on campus Faculty/staff consulting work with business/industry.</p>	<p>Clubs Chamber of Commerce Service organizations. Southern Minnesota Initiative Foundation.</p>	<p>Yearly</p>	<p>Cabinet spread among local service clubs. Memberships in Chamber, GMED, Southern Minnesota Advocates, Southern Minnesota Initiative Foundation board</p>	<p>What is MSU's level of outreach to local and regional organizations? How can we better learn the needs of our community? How do we provide easier access by the local community to our resources on campus?</p>
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