

Report Form A-2
Assessment of Program Outcomes for
Administrative or Educational Support Units

Administrative or Educational Support Unit: Research and Development - Office of Development

Assessment Period Covered: FY 06 – 08

Instructions: This form should be used to report on each of your **Outcomes**. Although you may not assess every program outcome every year, you will have a report for each outcome based on the year that it *was* assessed.

- 1. Program Outcome** (What characteristic, skill, behavior, attitude, service, performance, product, system, process, output, etc., did your program intend to offer or enhance?)

<p>GOAL: Strengthen University advancement programs, including fund-raising. Communicate the accomplishments of the University through publications and dissemination of same to various constituents groups.</p>
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- 2. Strategies Used to Meet Program Outcome** (What did you do?)

<p>-Developed the “Extend the View Newsletter” which highlights the progress of the Capital Campaign. -Five editions were sent to constituent groups via mail and email.</p>
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- 3a. First Measure or Means of Assessment for Outcome above and Criteria for Success**
(How did you determine achievement? Explain the means or measure. e.g. Satisfaction Surveys, Mock Interviews, Activity Evaluations, Focus Group Product, After-Trip Reports, Impact Statements, Internal and/or External Audit, Case Studies, Project Participation Rates, Percentage Increases, Attendance, Completion Rates, Program Reviews, etc.).

<p>Number/Percentage of newsletters received by constituents.</p>

- 3b. Results/ Findings** (How did you do? Summarize assessment data collected.)

<p>-Each mailing and email distribution consisted of 13,000 recipients. -Less than two percent of the mailed newsletters were returned. -Less than one percent of emailed newsletters were returned. -Received several testimonials from recipients that are located in the Office of Development</p>

- 3c. Use of Results** (How did you use the findings, e.g., maintain, improve, change, etc.)

<p>Verify and update contact information to improve accuracy.</p>

4 a-c Deleted.

- 5. Documentation** (What is the evidence and where is it located? Give name, location, dates, etc., e.g., Revised Admissions Manual is located in the office of Jane Smith, Director of Undergraduate Admissions; Meeting minutes from June 4, 2006, are located in the office of Dr. James Smith, etc.)*

Returned envelopes which are stored in the Office of Alumni Relations

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- 1. Program Outcome** (What characteristic, skill, behavior, attitude, service, performance, product, system, process, output, etc., did your program intend to offer or enhance?)

GOAL: Strengthen University advancement programs, including fund-raising.
Office of development will meet or exceed expectations associated with the Capital Campaign

- 2. Strategies Used to Meet Program Outcome** (What did you do?)

- a. Online Giving
- b. Alumni/Special Gift Phase of the Capital Campaign
- c. Naming Opportunities

- 3a. First Measure or Means of Assessment for Outcome above and Criteria for Success**
(How did you determine achievement? Explain the means or measure. e.g. Satisfaction Surveys, Mock Interviews, Activity Evaluations, Focus Group Product, After-Trip Reports, Impact Statements, Internal and/or External Audit, Case Studies, Project Participation Rates, Percentage Increases, Attendance, Completion Rates, Program Reviews, etc.).

- a-b. Monthly report showing activities.
- c. TAMU Board of Regents meeting minutes and University agenda items.

- 3b. Results/Findings** (How did you do? Summarize assessment data collected.)

- a. March 2008 thru December 2008
 - 21 Gifts
 - \$15,701 received
- b. April 2007 thru December 2008
 - 1,628 Donors
 - 8,617 Gifts
 - \$4.3 Million received
- c. Number of buildings and colleges named and level of support received from donors

3c. Use of Results (How did you use the findings, e.g., maintain, improve, change, etc.)

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| <ul style="list-style-type: none">a. To enhance our constituent's ability to give online and to increase giving designations onlineb. Implemented Fundraiser Ambassador programc. Maintaining the activity |
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4 a-c Deleted.

5. Documentation (What is the evidence and where is it located? Give name, location, dates, etc., e.g., Revised Admissions Manual is located in the office of Jane Smith, Director of Undergraduate Admissions; Meeting minutes from June 4, 2006, are located in the office of Dr. James Smith, etc.)*

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| <ul style="list-style-type: none">a. Electronic gift receipts on each gift stored in the Office of Developmentb. Monthly capital campaign report and fundraising ambassador documents are located in the Office of Developmentc. Names displayed on buildings, colleges and donor roll |
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1. **Program Outcome** (What characteristic, skill, behavior, attitude, service, performance, product, system, process, output, etc., did your program intend to offer or enhance?)

<p>GOAL: Strengthen University advancement programs, including fund-raising. Office of Development will continue to implement the fundraising model developed from the planning study and refined by Ketchum’s progress reviews of the Capital Campaign</p>
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2. **Strategies Used to Meet Program Outcome** (What did you do?)

Engage Deans and other key administrators in training activities to enhance participation in cultivation and solicitation activities of graduates and other constituents.

- 3a. **First Measure or Means of Assessment for Outcome above and Criteria for Success**
(How did you determine achievement? Explain the means or measure. e.g. Satisfaction Surveys, Mock Interviews, Activity Evaluations, Focus Group Product, After-Trip Reports, Impact Statements, Internal and/or External Audit, Case Studies, Project Participation Rates, Percentage Increases, Attendance, Completion Rates, Program Reviews, etc.).

Number of training sessions offered and attendee list from each training.

- 3b. **Results/Findings** (How did you do? Summarize assessment data collected.)

Areas that participated in trainings showed increases in development activity.
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- 3c. **Use of Results** (How did you use the findings, e.g., maintain, improve, change, etc.)

Identified additional training times and locations to accommodate increased participation.
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4a – c Deleted.

- 5. Documentation** (What is the evidence and where is it located? Give name, location, dates, etc., e.g., Revised Admissions Manual is located in the office of Jane Smith, Director of Undergraduate Admissions; Meeting minutes from June 4, 2006, are located in the office of Dr. James Smith, etc.)*

All Deans have submitted fundraising plans for their college's which are filed in the Office of Development.
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Administrative or Educational Support Unit: Research and Development - Alumni Relations

Assessment Period Covered: FY 06 – 08

Instructions: This form should be used to report on each of your **Outcomes**. Although you may not assess every program outcome every year, you will have a report for each outcome based on the year that it *was* assessed.

- 1. Program Outcome** (What characteristic, skill, behavior, attitude, service, performance, product, system, process, output, etc., did your program intend to offer or enhance?)

GOAL: Strengthen University advancement programs, including fund-raising.

The Office of Development will continue to implement the fundraising model and university advancement model developed from the planning study and refined by Ketchum's progress of Extend the View: The Capital Campaign for Prairie View A&M University.

- 2. Strategies Used to Meet Program Outcome** (What did you do?)

In 2005-2006, the Office of Alumni Relations spearheaded the **awareness gatherings initiative** in conjunction with the University's capital campaign. The purpose of the gatherings was threefold (1) to inform alumni and friends about the campaign (2) to provide information about how alumni could be involved as fundraising ambassadors during the campaign and (3) to solicit alumni financial support for the campaign. This project entailed identifying donor prospects, developing guest lists, assuming oversight for the mailing of invitations, coordinating with alumni hosts, and arranging for catering. During the spring of 2005, a number of alumni were contacted to serve as a host for these gatherings. Three successful events emerged. The first of these took place on April 18, 2006.

- 3a. First Measure or Means of Assessment for Outcome above and Criteria for Success**

(How did you determine achievement? Explain the means or measure. e.g. Satisfaction Surveys, Mock Interviews, Activity Evaluations, Focus Group Product, After-Trip Reports, Impact Statements, Internal and/or External Audit, Case Studies, Project Participation Rates, Percentage Increases, Attendance, Completion Rates, Program Reviews, etc.).

Participation rate at awareness gatherings.

-The first gathering was held on April 18, 2006 in the President's dining room on the campus of Prairie View A&M University. Approximately forty (40) alumni from the surrounding communities of Prairie View, Brookshire and Hempstead attended the gathering.

-The second gathering was hosted by a distinguished alumna in the greater Houston metroplex on May 3, 2006. Alumni representing the health care community were invited to attend this event. The first male graduate of the College of Nursing was recognized for his accomplishments in the field of nursing. Alumni were informed about the campaign by Development staff and were asked to serve as volunteers during the life of the capital campaign. Thirty-five (35) former students attended this particular gathering.

-The third gathering was held on June 15, 2006. A former Olympic gold medalist and an alumnus of the University hosted the third awareness gathering. The host for the event is also a member of the Capital Campaign Cabinet and has made a significant gift to the campaign. Twenty-five (25) former students and friends of the University attended the third awareness gathering.

3b. Results/ Findings (How did you do? Summarize assessment data collected.)

One-hundred percent (100%) attendance rate at gatherings was achieved. Alumni who participated in the awareness gatherings served as fundraising ambassadors to the capital campaign.

3c. Use of Results (How did you use the findings, e.g., maintain, improve, change, etc.)

Secured contributions to the Capital Campaign. Alumni who participated in the awareness gatherings either made a pledge and/or became a donor to the campaign.

4a-c Deleted.

5. Documentation (What is the evidence and where is it located? Give name, location, dates, etc., e.g., Revised Admissions Manual is located in the office of Jane Smith, Director of Undergraduate Admissions; Meeting minutes from June 4, 2006, are located in the office of Dr. James Smith, etc.)*

A record of the planning process and a list documenting alumni who attended the gatherings and that made contributions are on file in the Office of Alumni Relations, the Office of Development, and the Office of the VPRD.

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- 1. Program Outcome** (What characteristic, skill, behavior, attitude, service, performance, product, system, process, output, etc., did your program intend to offer or enhance?)

GOAL: Strengthen University advancement programs, including fund-raising.

Objective: The Office of Development will continue to implement the fundraising model and university advancement model developed from the planning study and refined by Ketchum's progress reviews of Extend the View: The Capital Campaign for Prairie View A&M University.

Encourage collaboration and teamwork between the National Alumni Association and the University to define a development program for solicitation of alumni support for the University.

- 2. Strategies Used to Meet Program Outcome** (What did you do?)

The Office of Alumni Relations is designated as the primary link between the University and the National Alumni Association. In this regard, monthly briefings from the Vice President of Research and Development are obtained. These sessions enable the Director of Alumni Relations to be knowledgeable about key information for communication to the alumni.

On an annual basis, the Director attends four (4) Executive Board meetings of the National Alumni Association. The Director provides the Board with a report that highlights the status of alumni giving to the university. The report includes:

- the status of alumni endowment accounts;

- a summary of scholarships awarded to worthy students by alumni chapters; and

- dissemination of general information with reference to the growth of the university. This involvement with the NAA serves to create a positive climate for building and fostering strong relationships between the University and its alumni as a key constituency group. Further, by interfacing and working in partnership with the Prairie View A&M University National Alumni Association, alumni are encouraged to participate in the development of the University.

The Office of Alumni Relations is represented at official alumni functions such as banquets, luncheons, membership meetings, and the annual alumni convention. An open door policy for visiting alumni and friends at the University is maintained by the Office of Alumni Relation.

The Office of Alumni Relations initiates planning meetings with alumni reunion classes and the Golden anniversary classes. The purpose of this partnership is to encourage alumni to raise funds for the Scholarship Endowment Fund at the University. In nurturing and building relationships with the classes, the goal is to encourage gifts of \$25,000.00 and above. At this

level, the gifts are matched dollar for dollar through the Available University Fund (AUF).

3a. First Measure or Means of Assessment for Outcome above and Criteria for Success

(How did you determine achievement? Explain the means or measure. e.g. Satisfaction Surveys, Mock Interviews, Activity Evaluations, Focus Group Product, After-Trip Reports, Impact Statements, Internal and/or External Audit, Case Studies, Project Participation Rates, Percentage Increases, Attendance, Completion Rates, Program Reviews, etc.).

Participation rates, attendance records, contributions.

Over a ten (10) year span of time, the Director of Alumni Relations has guided a significant increase in the Alumni Scholarship Endowments at the University. The Office of Alumni Relations initiates planning meetings with alumni reunion classes and reinforces that contributions of \$25,000 or more are matched through the Available University Fund.

The Office of Alumni Relations has specifically worked with the class of 1949, 1950, 1951, 1952, 1953, 1954, 1955, 1956, 1957, 1958 and 1959.

3b. Results/ Findings (How did you do? Summarize assessment data collected.)

Alumni classes at PVAMU continue to organize and to grow in their levels of giving to the University. The established scholarship endowments resulting from these particular classes are in excess of **1.7 million dollars**. Alumni classes resulted in approximately **\$400,000** to the capital campaign.

3c. Use of Results (How did you use the findings, e.g., maintain, improve, change, etc.)

Significant improvement in alumni giving has been realized as a result of working with the 50th year alumni classes.

4 a-c Deleted.

5. Documentation (What is the evidence and where is it located? Give name, location, dates, etc., e.g., Revised Admissions Manual is located in the office of Jane Smith, Director of Undergraduate Admissions; Meeting minutes from June 4, 2006, are located in the office of Dr. James Smith, etc.)*

Quarterly reports to the NAA Board for the period 1999-2008 are on file in the Office of Alumni Relations and the Vice President for Research and Development.

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1. **Program Outcome** (What characteristic, skill, behavior, attitude, service, performance, product, system, process, output, etc., did your program intend to offer or enhance?)

GOAL: Strengthen University advancement programs, including fund-raising.
Communicate the accomplishments of the University through publications disseminated to various constituent groups.

2. **Strategies Used to Meet Program Outcome** (What did you do?)

In 2004, the Office of Alumni Relations published a magazine titled “A Collection of Stories”. The magazine highlighted the professional achievements of alumni that graduated from Prairie View A&M University during the time period 1930-2004. Special alumni testimonials about their alma mater were captured in the publication.

- 3a. **First Measure or Means of Assessment for Outcome above and Criteria for Success**
(How did you determine achievement? Explain the means or measure. e.g. Satisfaction Surveys, Mock Interviews, Activity Evaluations, Focus Group Product, After-Trip Reports, Impact Statements, Internal and/or External Audit, Case Studies, Project Participation Rates, Percentage Increases, Attendance, Completion Rates, Program Reviews, etc.).

Response rate to invitations to participate.
Publication of “A Collection of Stories”.

- 3b. **Results/Findings** (How did you do? Summarize assessment data collected.)

-A diverse population of over 400 alumni representing the eras of the 1930s through the beginning decade of the 2000s were invited to share their stories about their college days at Prairie View.
-32 alumni were featured in the publication. Starting with the oldest known alumnus, graduates were included. Over a period of six months, commencing in January 2004 essays were collected and alumni were interviewed.
-Alumni were forthcoming about denied opportunities through the era of segregation, the experiences of hardship, overcoming adversity through perseverance, and about happy moments in their lives. While each entry was unique in its own right, the consistent theme that permeated all stories was alumni’s absolute gratitude to Prairie View A&M University.
-The publication served to foster positive relationships among the alumni constituency.

- 3c. **Use of Results** (How did you use the findings, e.g., maintain, improve, change, etc.)

-Participating alumnus revealed a high level of satisfaction with their academic career at Prairie View A&M University.
-The publication was made available to attendees at the July 2004 National Alumni Convention.
-Prototype served as the forerunner to the "Extend the View Newsletter".

4 a-c Deleted.

- 5. Documentation** (What is the evidence and where is it located? Give name, location, dates, etc., e.g., Revised Admissions Manual is located in the office of Jane Smith, Director of Undergraduate Admissions; Meeting minutes from June 4, 2006, are located in the office of Dr. James Smith, etc.)*

Publication on file in the Office of Alumni Relations.

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- 1. Program Outcome** (What characteristic, skill, behavior, attitude, service, performance, product, system, process, output, etc., did your program intend to offer or enhance?)

GOAL: Strengthen University advancement programs, including fund-raising.
Use technology to communicate the University's accomplishments to a broader audience.

- 2. Strategies Used to Meet Program Outcome** (What did you do?)

-Designed an Alumni website as a vehicle to communicate with graduates of the University. The Office of Alumni Relations writes and edits the content for the site.
-The website is a tool for recognizing the accomplishments of distinguished graduates; for announcing special events of interest to alumni; and to highlight the progress being realized at the University.
-The website serves as a tool to build and foster alumni relationships; to encourage former students to re-connect with their alma mater; to encourage service by alumni to their university; and to promote fundraising initiatives in specific geographic regions.

- 3a. First Measure or Means of Assessment for Outcome above and Criteria for Success** (How did you determine achievement? Explain the means or measure. e.g. Satisfaction Surveys, Mock Interviews, Activity Evaluations, Focus Group Product, After-Trip Reports, Impact Statements, Internal and/or External Audit, Case Studies, Project Participation Rates, Percentage Increases, Attendance, Completion Rates, Program Reviews, etc.).

Continually active Alumni website.

- 3b. Results/ Findings** (How did you do? Summarize assessment data collected.)

Alumni view the website on a regular basis and indicate via email comments that it has an impact on alumni knowledge of and encourages participation in special events of interest to the constituency.

- 3c. Use of Results** (How did you use the findings, e.g., maintain, improve, change, etc.)

Findings have implications and have assisted in formulating programs and activities for addressing the needs and interests of the University's former students.

4 a-c Deleted.

5. **Documentation** (What is the evidence and where is it located? Give name, location, dates, etc., e.g., Revised Admissions Manual is located in the office of Jane Smith, Director of Undergraduate Admissions; Meeting minutes from June 4, 2006, are located in the office of Dr. James Smith, etc.)*

The Office of Alumni Relations website can be accessed via the University's home page.