

The University of Virginia's College at Wise
Planning and Institutional Effectiveness

Unit/Department or Functional Area	Name and Title of Person Completing Form
Development	Jim Knight, Vice Chancellor and Tami Ely, Director

Mission of Department or Functional Area
To support the goals of the College through enhanced private support; to enlarge the number of donors.

2004-2005				2005-2006		
Expected Outcomes	How Outcomes Will Be Achieved	Method (s) of Assessment and/or Measurement	Results, Evaluation, Use	Expected Outcomes	How Outcomes Will Be Achieved	Method(s) of Assessment and/or Achievement
1. Raised private funds to meet goals of the College.	Successfully sought new funds for scholarships, nursing, FINS, and athletics.	Compared total raised and goals met.	Established fourteen new scholarships and raised \$2,048,343 for scholarships and student financial assistance, in excess of \$150,000 in support of nursing, endowed FINS program, exceed athletic fund raising goal by \$267,000.	1. Raised private funds to meet goals of College.	Successfully sought new funds in support of identified needs. Increased participation levels by focusing individual attention to donors and by implementing year round alumni phonathon.	Generated reports and compared funding received and participation levels with that of previous years.
2. Enlarged pool of supporters and friends	Engaged additional entities in the life of the College through communications, projects and events	Assessed numbers of associated entities through generation of reports. Track and evaluate participation levels in projects and events	Enlarged pool of supporters through involvement in various events and activities. Utilized recommendations from volunteer leadership in the identification of new potential prospects.	2. Enlarged pool of prospects by 3%.	Sought recommendations from volunteer leadership and external sources in the identification of new prospects and entities. Assessed potential of entities.	Compared year end prospect pool with that reported for the previous year.
3. Increased participation by alumni and friends in the overall fundraising effort by 10%	Continued to work with constituents using effective solicitation strategies	Produced comparative reports and assess results	Increased overall participation level by 124 donors. Did not meet goal of 10% increase.	3. Followed to campaign timeline.	Finalized campaign case statement. Evaluated leadership. Added members as deemed necessary.	Reviewed campaign timeline compared with results.

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						Continued to secure nucleus funding. Established campaign goal in Spring 06.	
4. Created campaign case statement from vision statement.	Depended on input from initial campaign cabinet.	Adjusted campaign goals and related case base on nucleus fund gifts.	Prepared initial working draft of case statement.		4. Acquired documentation of five donor bequests.	Requested selected donors provide documentation of bequests.	Written documentation of bequests secured on file.
5. Continued to work with key donors and assess their willingness to participate.	Ask them to make an early commitment to the campaign.	Asked the campaign cabinet to assess the results and set the campaign goal.	Cultivated and received gifts from key donors. Establishment of campaign goal delayed until Spring 06.		5. Assisted Chancellor in meeting and becoming acquainted with constituents.	Made arrangements and accompanied Chancellor to meetings of civic groups, various public events, and meetings with key individuals.	Assured that Chancellor met key individuals and groups.
6. Named the first 5 members of the campaign cabinet.	Met individually with prospective members and the Chancellor.	Assessed whether we brought the appropriate members together.	Named a thirteen member campaign cabinet. Successfully secured co-chairs. Held first meeting.		6. Increased staff to appropriate size.	Identified specific needs. Provided statistical data in support of needs. Sought support for funding of needed positions.	Received funding for positions. Recruited and hired competent individuals.
7. Continued to solicit funds for the BSN program.	Solicited funds for ARC and all of last year's donors.	Assessed the continuing need for private support of the BSN program.	Raised in excess of \$150,000 in support of the BSN program.				
8. Increased funds available for scholarships.	Stewarded current donors, cultivated prospects, and continued to increase awareness of needs through communications	Compared funds raised against needs and with prior years' successes	Added fourteen new scholarship funds and raised \$2,048,343 in support of scholarships and other student financial aid.				
9. Reviewed and improved stewardship program	Tracked acknowledgement and recognition efforts. Sought input from volunteer boards and committees.	Reviewed and considered external input. Evaluate participation levels and overall effectiveness of events and projects	Evaluated stewardship efforts and made adjustments as needed.				