

**ANNUAL PLANNING AND ASSESSMENT, FY2007  
THE UNIVERSITY OF VIRGINIA'S COLLEGE AT WISE**

**Mission Statement**

Insert your unit's or department's mission:

The mission of the Office of Special Events is to create and implement meaningful special events that support and strengthen the College in its relationships with many constituent groups, acknowledge our donors and friends, and enhance the recognition and reputation of the College.

**Outcome/Objective 1**

Insert short title:

Campaign Kick-off /Benefactors Event Met expectations.

Insert full description of outcome/objective:

Campaign Kick-off / Benefactors event held October 21 meets expectations of campaign cabinet and staff.

Enter Accreditation/Professional Standards or other Relevant Associations:

**Measure 1**

Insert short title

Development Staff analysis

Insert full description of measure:

Conduct development staff analysis of campaign kickoff event success.

Related Outcome/Objective: 1

Target Performance Level:

Ninety percent of event components in purview of special events office viewed favorably.

**Measure 2**

Insert short title:

Insert full description of measure:

Related Outcome/Objective: 1

Target Performance Level:

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**Outcome/Objective 2**

Insert short title:

Events support capital campaign and showcase campus.

Insert full description of outcome/objective:

Plan and execute appropriate donor events and other events designed to showcase the campus and support the campaign.

Enter Accreditation/Professional Standards or other Relevant Associations:

**Measure 1**

Insert short title:

Analyze plans and implementation.

Insert full description of measure:

An analysis of event plans and actual implementation in areas of budget, appearance, effectiveness, and attendance using event evaluation forms and staff discussion

Related Outcome/Objective: 2

Target Performance Level:

Achieve an 80% satisfactory rating on event elements.

**Measure 2**

Insert short title:

Campus support unit evaluation.

Insert full description of measure:

Survey campus units that support special events every two years – catering, physical plant, college relations and print shop.

Related Outcome/Objective: 2

Target Performance Level:

Achieve 80% satisfaction level.

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**Outcome/Objective 3**

Insert short title:

Events met expectations of Chancellor and Mrs. Prior.

Insert full description of outcome/objective:

Create memorable events related to external contributors, groundbreakings, and on-campus constituencies that meet the expectations of Chancellor and Mrs. Prior.

Enter Accreditation/Professional Standards or other Relevant Associations:

**Measure 1**

Insert short title:

Evaluation by Mr. and Mrs. Prior

Insert full description of measure:

Analyze evaluation sheets completed by Chancellor and Mrs. Prior for events.

Related Outcome/Objective: 3

Target Performance Level:

Mr. and Mrs. Prior are satisfied with 85% of event elements from event evaluation forms.

**Measure 2**

Insert short title:

Insert full description of measure:

Related Outcome/Objective: 3

Target Performance Level: