

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

<b>Unit/Department or Functional Area</b>	<b>Name and Title of Person Completing Form</b>
DEVELOPMENT AND COLLEGE RELATIONS	James A. Knight, Vice Chancellor

<b>Mission of Department or Functional Area</b>
The Office of the Vice Chancellor Development and College Relations generates funding and institutional recognition in support of institutionally approved academic, athletic and extracurricular programs, and also serves as the coordinating arm for the functions of public information, alumni services, special events, and grantwriting.

2005-2006						
	Outcome Goals in Measurable Terms	Desired Accomplishments/ Goals	Critical Priorities	How Outcomes Will Be Achieved (Action Plan)	Method(s) of Assessment (Be Specific)	
	1. \$10 M raised in support of college's goals, including 100% of campaign nucleus fund.	1.1 2.1 2.2 2.3 2.4 2.6 2.7	B D J O Q T U	As identified by the Campaign Cabinet and the campaign plan, approach key prospective donors (identified in 2004-2005) for nucleus fund gifts.  Clarify campaign message and campaign goal.	FY2006 Gift Report  Campaign Cabinet Nucleus Fund Report	

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	2. Chancellor visit 90% of top donor, prospective donor, and key constituencies by first six months in office.	1.1 2.1 2.2 2.3 2.4 2.6 2.7 3.2 3.3 3.5	B D J O Q T U	Assign appropriate development staff member to donors/prospective donors.  Development staff members work with Chancellor's Office Manager to make appointments and meetings.  Prep Chancellor before each visit and make visits.	Comparison of Chancellor's Calendar with donor/prospective donor/key constituencies lists.	
	3. Increase alumni giving rate by 3%.	1.1 2.1 2.2 2.3 2.4 2.6 2.7	B D J O Q T U	Hold four or five regional alumni events with Chancellor in attendance.  Expand phonathon to include year-round calling plan.	FY2006 Gift Report	
	4. 50% of submitted grant proposals receive funding approval.	1.1 2.1 2.2 2.3 2.4 2.6 2.7 3.2	B D J O Q T U	Work with grants officer to submit major proposals to ARC, VTC, Title III, Title I, and others..	FY2006 Grants Report	

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**Analysis and Documented Improvements Narrative**

**Outcome Goal #1:**

1. The College raised \$10.4 million in FY06 and the nucleus fund totals \$21.4 million. This fully meets this goal.
2. The College received several gifts in excess of \$500,000 which were crucial in reaching this year's total.
3. The year's result emphasizes the need to continue to seek 6-figure and above gifts.
4. The nucleus fund phase of the campaign and its success will allow the Campaign Cabinet to establish a realistic goal for the campaign at its next meeting on September 8.

**Outcome Goal #2:**

1. The Chancellor visited over 90% of donors, board members, and key legislators and fully met this goal.
2. As a result, the Chancellor has made an extremely positive impression. This will be valuable to the College in the future.
3. The Chancellor should continue to reach out to community and alumni leaders and continue visiting key individuals.
4. Relationship building is a critical challenge for any new chancellor. Chancellor Prior has done an excellent job of meeting alumni, friends, donors, legislators, community college presidents, town and county officials, and others important to the College.

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**Outcome Goal #3:**

1. Participation by alumni in the annual fund increased from 12% to 13.6%.
2. Many improvements have been made, including conducting the phonathon throughout the academic year and making numerous personal visits.
3. The phonathon is effective but training of student callers is essential.
4. The annual fund is a key component of our overall fund-raising plan and over time, leads to major gifts. Time and energy invested in the annual fund will pay off in the long term.

**Outcome Goal #4:**

1. The grant proposal to the Virginia Tobacco Indemnification and Community Revitalization Commission was funded at \$550,000. The Title III proposal was not submitted.
2. The decision has been made to eliminate the position of grant writer.
3. We believe a different path will lead to more successful proposals.
4. The College will create a new format for the submission of federal grants. A development officer devoted to corporate and foundation proposals will be employed as funds allow.

**4. Provide a one paragraph executive summary for the annual institutional effectiveness report:**