

STRATEGIC PLANNING AND INSTITUTIONAL EFFECTIVENESS
2012-2013 Unit Action Plan – Year Three

Unit Name: Office of Development

Unit Mission

The Office of Development is the fundraising arm of Rogers State University. Our goal is to obtain private financial support of individuals, foundations and corporations to maximize the university's resources and leverage its effectiveness in providing quality higher education degrees and opportunities.

Goal 1: Advance Academic Excellence
 This *Unit Action Plan* Specifically Supports Commitment 1.1.

Plan for 2012-2013 This section due by June 1, 2012.				Report for 2012-2013 This section due by May 17, 2013	
Objective	Evaluation Measure	Performance Standard (goal)	Action	Data/Findings	Status
1.1 Provide creative and innovative learning environments	Number of attendees	100 attendees	Continue diverse, innovative, and interactive speakers through the Herrington Lecture, the Meyer Distinguished Endowed Lecture series and other formats.	Herrington Lecture: 189 attendees-Dr. Bob Ballard Meyer Lecture: 150 attendees-Rabbi Sherman Scholarship Banquet-250 attendees-Chief Justice Tom Colbert (first African-American Chief Justice of the Oklahoma Supreme Court)	ongoing

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Goal 3: Increase Diversity This <i>Unit Action Plan</i> Specifically Supports Commitment 3.3.					
3.3 Increase Diversity	*Number of scholarships	*2 new scholarships	*Identify and recruit 2 donors for annual scholarships for minority groups.	Added 1 new minority scholarship and the process is ongoing.	Ongoing
	*Number of speakers	*3 speakers each year	*Continue to provide speakers for the endowed lecture series & other formats that promote diverse topics.	Herrington Lecture: 189 attendees-Dr. Bob Ballard Meyer Lecture: 150 attendees-Rabbi Sherman Scholarship Banquet- 250 attendees-Chief Justice Tom Colbert (first African-American Chief Justice of the Oklahoma Supreme Court).	Ongoing
	*Number of new minorities	*10% increase over FY11-12	*Increase active participation from minority populations on the Alumni Board, Foundation Board and other volunteer committees by 10%.	Alumni Board is being revamped. Foundation Board increased minority participation by 15%	Ongoing

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Goal 4: Leverage Resources This <i>Unit Action Plan</i> Specifically Supports Commitments 4.5 and 4.6.						
4.5 Develop, implement and advance comprehensive fundraising	*Ongoing meetings with various departments on campus	*Create booklet with all department priorities.	*Consolidate and coordinate all fundraising through the Office of Development	Please note changes in objectives, actions and evaluations. These have been changed to reflect a more updated and comprehensive fundraising program. These will always be "Ongoing".	ongoing	
	*Moves Management System thru Raiser's Edge	*Weekly report of donor contacts	*Track cultivation, education and solicitation of our top 100 major gift donors/prospects to increase gifts of \$10,000 and more and increase total giving by 10%.		Ongoing	
	*Money raised	*10% increase in money raised compared to FY11-12	*Continue partnerships with prospective funders, community representatives and university representatives to leverage private sector fundraising with public sector investment.		Raised \$2.5 million for new dining hall	Completed
	*Number of volunteers	*25% increase in volunteers compared to FY11-12	*Expand the involvement of volunteers in peer to peer fundraising to increase the scope and number of prospects through a Major Gift Committee and a Foundation Board of Directors Gift Committee by 25%.		Increased volunteers various committees	Completed
	*Goals	*Set goals	*Establish annual fundraising goals that reflect capital, operating and endowment goals for the university and Foundation.		Goals set, evaluate weekly	Ongoing
	*Economic Impact Study	*Perform the Economic Impact Study	*Conduct an Economic Impact Study For RSU (regional and community-based).		Economic impact study for RSU completed by the State Chamber of Oklahoma Research Foundation	Completed March 2013

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4.6 Establish an institutional framework to obtain external funding.	Planning document	Publish coordinated plan	Incorporate private sector fundraising goals into public sector goals with a comprehensive university-wide fundraising plan for fiscal year 2013.	Planning document with individual goals is completed	Completed & Ongoing
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Goal 5: Enhance Institutional Accountability This <i>Unit Action Plan</i> Specifically Supports Commitment 5.2.					
5.2 Evaluate continuously university processes, structures, activities and outcomes; modifying as appropriate.	*Reports on contacts	*Weekly contact reports	* Coordinate fundraising efforts from all university constituencies to insure a consistent message and priority of projects through engagement of deans and administrators.		Ongoing
	*Reports	*Annual report	*Provide annual reports from the Foundation to departments regarding fund balances at the Foundation.		Ongoing
	*Annual Report	*Publish Annual report	*Provide consistent communication to donors via Annual Reports, meetings and printed information that promote an environment of accountability and transparency.		Ongoing
	*Quality of reports	*Consistency	*Continue to enhance our knowledge and use of Raiser's Edge fundraising software to provide accurate and consistent information for fundraising.		Ongoing
	*Report	*Publish weekly contact and fundraising reports	*Provide current contact and fundraising information to administration on major gift prospects.		Ongoing

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Goal 6: Promote Community Engagement This <i>Unit Action Plan</i> Specifically Supports Commitments 6.1, 6.2, 6.4, 6.5 and 6.6.					
6.1 Expand collaborations and partnerships with business and industry as well as regional schools and community organizations	*Memberships	*Active participation in the area chambers	*Continue partnership with the Claremore, Catoosa, Oologah, Pryor and Bartlesville Chambers to promote RSU and encourage participation for on campus activities.		Ongoing
	*Number of attendees and support provided	*Continued participation from RSU staff and Claremont officials	*Continue Hillcub program with Claremont Elementary School.		Ongoing
	*Number of volunteers	*Increase number of volunteers by 20% compared to FY12-13	*Increase Community Engagement through Alumni Board and Foundation Board, students, corporation representatives and individuals by 50%		Ongoing
6.2 Establish curricular and co-curricular opportunities for students to cultivate civic skills and strengthen social responsibility.	*Report	*Annual Report	*Monitor the Masonic Lodge Institute for Student Engagement and Transformative learning.		Ongoing
	*Resources	*Add resources in support of the President's Leadership Class	*Continue support of President's Leadership Class through community activities and interactions.		Ongoing
	*Number of new recruits	*Increase number of new members by 20% compared to FY 12-13	*Recruit 20 new members for the Alumni Hillcub/Claremont Elementary School Program. This includes new program development and recruitment.		Ongoing
6.4 Establish community engagement partnerships that vary in scale and formality including defined goals, high quality content and desired outcomes.	*Number of new members	*Increase number of new Foundation Board members by 10 as compared to FY11-12	*Recruit 10 new Foundation Board members by December 2012.	New Board members recruited as existing members term limited. Expansion of the Foundation Board is not possible with a change of the By-Laws.	Ongoing
	*Number of members	*Increase number of new Alumni Board members by 100% as compared to FY 12-13	*Recruit new members to the Alumni Board by May 2013.	Alumni Board being revamped	Ongoing

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6.4 continued	<p>*Number of events in each city</p> <p>*Number of new participants</p> <p>*Number of new participants</p>	<p>*Increase participation without increasing number of events.</p> <p>*Increase participation levels.</p> <p>*Increase number of volunteers on the Major Gift Committee by 5 as compared to FY11-12</p>	<p>*Increase Annual Scholarship annual revenues Bartlesville, Pryor and Claremore by 10%.</p> <p>*Larger venue for Annual Auction to increase participation.</p> <p>*Recruit five new community volunteers to the Major Gift Committee.</p>	<p>Increasing the number of events would be counter-productive. Providing larger venues and additional sponsorships is the most effective way to increase revenue.</p>	Ongoing
6.5 Increase opportunities for area residents to participate in educational, cultural and recreational activities.	<p>*Event to raise money</p> <p>*Distribution of Gifts</p> <p>*Event</p>	<p>* Increase number of attendees by 25% as compared to FY 12-13</p> <p>*100% of students benefit from Hillcub Program</p> <p>*Continue event, annually</p>	<p>*Expand the Alumni Hillcat Hacker event by 25%.</p> <p>*Continue the Alumni Hillcub donation program for every student at Claremont Elementary School.</p> <p>*Continue support for Art on the Hill to encourage community engagement and support of the arts.</p>		Completed
6.6 Establish an institutional structure to promote community engagement and regional stewardship. 6.6 continued	*Continuum	*Coordinate activities	*Initiate a cultivation continuum for our top 100 major gift prospects that includes invitations to events, educational opportunities, interaction with RSU Public TV, RSU Athletics, RSU Alumni Association , Academic departments and personal meetings to strengthen relationships and encourage increased giving for university projects and initiatives.		Completed