

Administrative, Educational and Student Support Units
Annual Assessment Findings Report

Directions: Use content from your 5-Year Assessment Plan, and data collected and analyzed to complete the Annual Assessment Findings Report for the corresponding year. Submit report electronically to aess@york.cuny.edu.

Assessment Year: 2018-2019

Division: Institutional Advancement

Unit: Institutional Advancement

Date: September 24, 2019

Completed by: SC Stokes III

Other contributors (e.g., person who analyzed data): [Click here to enter text.](#)

Unit Mission: The mission of IA is to support the teaching, research, and community service of York College by strategically aligning with individuals, corporations, and foundations that possess similar values and aspirations and are inclined to give their resources.

1. Record each goal, corresponding outcome(s), measure(s), the target(s) of success, and if applicable, the student ILO(s). For each outcome listed above, describe the conclusions, significance and implications of the data collected for the assessment year indicated above (e.g., 2018-2019). Describe the results in comparison to the target of success, and if applicable, the student ILO(s) identified prior to data collection. What is your interpretation of the results?

Remember to use information from your approved 5-Year Assessment Plan.

Goal(s)	Outcome(s)	Student ILOs (if applicable)	Measures and Target of Success	Analysis, Findings, and Use of Results
<u>GOAL 1</u> - Maximize private sector support for York College	1.1: All support will be guided by the priorities of the college sponsored events.		1.1: 100% of support will be guided by the priorities of the college as outlined by The Case for York College: A Half-century of Excellence. A Full Measure of Determination.	1.1: 100% of all funds received via York College Foundation were aligned with the College's priorities as outlined in The Case for York College: A Half Century of Excellence. A Full Measure of Determination. Continue solicitation for gifts that are aligned with college priorities.
<u>GOAL 2</u> - Create and enhance opportunities	2.1: Increased alumni attendance at		2.1: 300% increase in alumni attendance at	2.1: Alumni attendance decreased 8% over the previous year. Event marketing needs to improve,

for alumni engagement in support of the college	York College sponsored events.		York College sponsored events.	including expanding the use of social media platforms.
<u>GOAL 3</u> - Preserve and enhance the real purchasing power of contributions	3.1: Financial Contributions will be properly stewarded.		3.1: 100% of Financial Contribution will be properly stewarded	3.1: Of the gifts received, 87% were properly stewarded. Strict adherence to stewardship policies by all solicitors is needed.
<u>GOAL 4</u> - Provide the college with stable and growing source of income.	4.1: The Office of Institutional Advancement will provide a consequential contribution to YORK College's annual operations budget.		4.1: At least a 15% increase over the previous year's.	4.1: Revenue exceeded the targeted increase of 15% by 8%. Continue expanding annual giving opportunities to target audiences and publics.

2. Action Plan. Using information from the Analysis, Findings, and Use of Results section above, what steps will you take to ensure recommended changes will be implemented and sustained? If no changes are being recommended, provide an explanation with supporting evidence. *(Add additional rows for outcomes, as needed by copying and pasting the appropriate outcome textbox. You may delete any unneeded textboxes.)*

Outcome 1.1All support will be guided by the priorities of the college sponsored events..
Recommended changes: Continue to focus advancement efforts on the College's priorities.

Outcome 2.1Increased alumni attendance at York College sponsored events.
Recommended changes: Begin promoting the event via social media at the beginning of the academic year and collaborate with faculty/staff and alumni to promote the event.

Outcome 3.1 Financial Contributions will be properly stewarded.
Recommended changes: Failure to meet the target was due in no small part to the learning curve of the staff. This should not be an issue in the next fiscal year.

Outcome 4.1The Office of Institutional Advancement will provide a consequential contribution to YORK College's annual operations budget.
Recommended changes: Continue to strengthen the volunteer solicitor corps and expand Giving Tuesday campaign to include the academic and administrative units.

3. Communicating Results: Describe how you communicated assessment results, recommendations, and changes to appropriate stakeholders (e.g., staff, supervisor, students).

In written and oral reports to the Foundation Board and the broader college community

4. Action Taken: Describe how you used the results from last year to inform your action this year. Narrative should include action(s) taken or changes implemented as identified by assessment activities completed (i.e., closing the loop). Indicate when the changes were implemented and when they will be reassessed to see if they helped to improve support outcomes (SOs) and/or student learning outcomes (SLOs).

5. Achievement Summary: York College is excited to hear about what is going well! Share your unit's proudest accomplishments for this assessment period.

6. Assessment Plan Year Given the financial condition of CUNY and York College, there is an urgent need for a robust, revenue generating advancement program. IA will continue to 1.) maximize private sector support for the College and 2.) create and enhance opportunities for alumni engagement in support of the College. The updated 5-Year Assessment Plan is attached.

7. Annual/Special Reporting (optional): Highlight accomplishments directly related to how assessment activities in your area contributed to the mission of the division and the College-- not assessed elsewhere, but related to operational effectiveness.