

VP of University Advancement Scorecard 2018-19

1 - Alert	2 - Area of concern	3 - Goal met	4 - Met stretch goal		5 - Met super stretch goal		
Imperative	Goal	Weight	Scale	Outcome	Score	Weighted Score	Status
Partnership, Operational, Student Success	<u>Development-Fund Raising</u>						
	New Gifts and New Pledges Counted in Campaign	15.0%	5 = \$9.5 Million or more 4 = \$9.0 Million 3 = \$8.5 Million 2 = \$8.0 Million 1 = Less than \$8,000,000	\$5.9M	1	1.5	
	Total Cash Received	10.0%	5 = \$4.5 Million or more 4 = \$4.5 Million 3 = \$4.25 Million 2 = \$4 Million 1 = Less than \$4.0 million	\$6.4M	5	5	
	Manage an active pipeline of proposals and requests	5.0%	5 = over \$17,000,000 4 = \$17,000,000 3 = \$16,000,000 2 = \$15,000,000 1 = Less than \$15,000,000	\$17 Million	4	2	
	Partnership, Operational, Student Success	<u>UCM</u>					
	Local, regional and national press coverage & sentimentality	10.0%	5 = 5,150 or more 4 = 5,100 3 = 5,050 2 = 5,000 1 = less than 5,000	5,050	3	3	
	Social Media Followers	10%	5 = 94,000 or more 4 = 92,000 3 = 90,000 2 = 87,950 1 = Less than 87,950	94,769	5	5	
	New Website Sessions	10.0%	5 = 22.5% or more 4 = 21% 3 = 19.5% 2 = 18% 1 = less than 18%	19.2%	2	2	
	Website Bounce Rate	5.0%	5 = 50% or less 4 = 51% 3 = 53% 2 = 55% 1 = 55% or more	53%	3	1.5	

Partnership, Operational, Student Success	<u>Alumni Activities</u>						
	Alumni Engagement (made a gift or responded to an event)	15.0%	5 = 3,000 4 = 2,600 3 = 2,200 2 = 2,150 1 = 2,000 or less	2,893	4	6	
	Email Open Rate (average 550,000 emails sent)	5.0%	5 = 275,000 4 = 250,000 3 = 225,000 2 = 206,000 1 = Less than 206,000	472,483	5	2.5	
Partnership, Operational, Student Success	<u>Investment/Endowment Value</u>						
	Number of New Endowed Funds	5.0%	5 = 29 or more 4 = 28 3 = 25 2 = 22 1 = Less than 20	20	1	0.5	
Partnership, Operational, Student Success	<u>Engage West Survey Results</u>						
	Division Engagement Score	2.5%	5 = 4.2+ 4 = 4.1-4.2 3 = 4.0-4.1 2 = 3.8-3.9 1 = 3.8 and below	3.82	2	0.5	
Student success	<u>Enrollment, Retention, Progression, Graduation</u>						
	Increase total enrollment (HC) at all sites	2.5%	5 = above 13,799 4 = 13,700 3 = 13,600 2 = 13,500 1 = Less than 13,500	13,733	4	1	
	Increase all funds allocated to support student scholarships	2.5%	5 = over \$2,000,000 4 = \$2,000,000 3 = \$1,750,000 2 = \$1,600,000 1 = Less than \$1,400,000	\$1,649,238	2	0.5	
	Increase net funds raised to support GAP funding	2.5%	5 = \$215,000 or more 4 = \$210,000 3 = \$200,000 or more 2 = \$185,000 or more 1 = Less than \$185,000	\$205,000	3	0.75	