

## VP of University Advancement Scorecard 2015-16

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
<b>Partnership Success, Operational Success</b>	Campaign Success	30.0%	5 = Complete all tasks + 10 Million	Raised \$7M towards goal bringing total to \$26.2	3	9	
			4 = Complete all tasks + \$8 Million				
			3 = Complete all tasks				
			2 = Complete 5 of 8 tasks				
			1 = Complete less than 5 tasks				
<b>Student Success, Partnership Success</b>	Development-Fund Raising	20.0%	5 = Above \$10M; \$4M; \$950,000; increase of 350	\$7M, \$5.8M, \$945K, decrease of 141	2	4	
			4 = \$8.25M; \$3.75M; \$900,000; increase of 275				
			3 = \$7.5M; \$3.5M; \$875,000; increase of 225				
			2 = \$6.5M; \$2.5M; \$850,000; Increase of 150				

			1 = Less than \$5M; \$700,000; Increase of 100				
<b>Student Success</b>	UCM	15.0%	5 = 84%, 87%, 42%, 40%, 29%/782,519; 3,226/5;4;3	Band Survey moved to fy 17; Web page views 2,707; press coverage minimum score +3.	3	4.5	
	Institutional survey-Brand		4 = 83%, 86%, 41%, 39%, 28%/727,77; 3,080/4;3;2				
	Awareness, familiarity, perception, quality, cost/value, academics		3= 81%, 84%, 39%, 37%, 26%/673,028; 2933/3;2;1				
	Google analytics (.edu/apply unique page views)		2 = 79%; 82%; 37%; 35%; 23%/639,377; 2,786/2;1:0				
	Meltwater for press coverage- daily regional, national		1 = 77%; 80%; 35%; 33%; 21%/607, 408; 2,640/1:0:0				
<b>Partnership Success</b>	Alumni Engagement:	15.0%	5 = 68; 23.5% 42; 350	Over 68 events, open rate less than 20%; volunteers of 275	2	3	
	Number of events		4 = 67; 23%; 41%; 325				
	Email open rate		3 = 65; 22.4%, 40%; 300				
	Engagement score		2 = 62; 20%; 39%; 275				
	Number of Volunteers		1 = 60; 19%; 38%; 250				

<b>Student Success, Partnership Success, Operational Success</b>	UWG Foundation	10.0%	5 = <i>Complete all tasks +3% growth</i>	Completed most tasks outlined except endowment return benchmarking with other institutions. Endowment grew less than 3% of benchmarks.	1	1	
	Endowment value		4 = <i>Complete all tasks + 1.5% growth</i>				
	Board survey to measure quality		3 = <i>Complete all tasks</i>				
			2 = <i>Complete all tasks with less 1.5% below benchmarks</i>				
			1 = <i>Complete all tasks with less than 3% below benchmarks</i>				
<b>Student Success, Partnership Success, Operational Success</b>	Engage West survey results	5.0%	5 = 4.4% 30 Hours		5	2.5	
	Investment in professional development (20 hours)		4 = 4.2% 25 Hours				
			3 = 4.1%; 20 Hours				
			2 = 3.8% 15 Hours				
			1 = 3.6% 10 Hours				

<b>Student success</b>	Retention, Progression, Graduation	5.0%	5 = over \$75,000	Raised \$75,000	4	2	
	Development - Increase funds raised to support student scholarships and GAP funding		4 = \$75,000				
			3 = \$55,000				
			2 = \$35,000				
			1 = Less than \$35,000				
					<b>Final Score</b>	2.6	