

VP of University Advancement Scorecard 2016-17

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	20.0%	5 = \$10 Million or more 4 = \$9.0 Million or more 3 = \$8.0 Million or more 2 = \$7.0 Million or more 1 = \$6.5 Million or Less	\$5,541,771	1	2	
	Total Cash Received - VSE	10.0%	5 = \$4.25 Million or more 4 = \$4.0 Million or more 3 = \$3.75 Million or more 2 = \$3.5 Million or more 1 = \$3.25 Million or less	\$4,191,779	4	4	
	Increase funds raised to support GAP funding	5.0%	5 = over \$85,000	\$105,000	5	2.5	

			4 = \$80,000				
			3 = \$75,000				
			2 = \$70,000				
			1 = Less than \$70,000				
Partnership, Operational, Student Success	<u>UCM</u>						
	Institutional Perception (Brand Survey Spring)	15.0%	5 = 90% or more 4 = 87.5% or more 3 = 84% 2 = 82% or more 1 = 80% or less	80%	1	1.5	
	Local, regional and national press coverage & sentimentality	10.0%	5 = 4,275 or more 4 = 4,200 3 = 4,150 2 = No increase (4,110) 1 = loss of users	5,003	5	5	
	New Website Sessions	5.0%	5 = 30 4 = 28 3 = 26 2 = 24 1 = 21	27.5	3	1.5	
	Website Non-Bounce Rate	5.0%	5 = 50% or less 4 = 60% 3 = 65% 2 = 75% 1 = 80% or more	50.5	4	2	

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	1589	1	1.5	
Partnership, Operational, Student Success	Email Open Rate (average 550,000 emails sent)	5.0%	5 = 125,000 4 = 120,000 3 = 115,000 2 = 112,780 1 = 100,000	134,431	5	2.5	
Partnership, Operational, Student Success	<u>Investment/Endowment Value</u>						
	Number of New Endowed Funds	5.0%	5 = 20 4 = 16 3 = 14 2 = 12 1 = 8	12	2	1	
Partnership, Operational, Student Success	<u>Engage West Survey Results</u>						
		2.5%	5 = 4.2+ 4 = 4.0-4.1 3 = 3.8-3.9 2 = 3.6-3.7	3.71	2	0.5	

			1 = 3.5 and below				
Student success	<u>Retention, Progression, Graduation</u>	2.5%	5 = over \$1,450,000	\$1,414,155	3	0.75	
	Increase all funds allocated to support student scholarships		4 = \$1,450,000				
			3 - \$1,400,000				
			2 = \$1,350,000				
			1 = Less than \$1,350,000				
		100.0%			Final Score	2.475	