

VP of University Advancement Scorecard 2017-18

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 = \$10 Million or more	\$8,597,802	3	4.5	
			4 = \$9.5 Million or more				
			3 = \$8.5 Million or more				
			2 = \$7.0 Million or more				
			1 = Less than \$7,000,000				
	Total Cash Received - VSE	10.0%	5 = \$4.50 Million or more	\$4,568,749	5	5	
			4 = \$4.25 Million or more				
			3 = \$4.0 Million or more				
			2 = \$3.75 Million or more				
			1 = Less than \$3.750,000				
	Manage an active pipeline of proposals and requests	5.0%	5 = over \$15,000,000	\$15,900,000	5	2.5	
			4 = \$15,000,000				
			3 = \$12,000,000				
			2 = \$9,000,000				
			1 = Less than \$9,000,000				
Partnership, Operational, Student Success	<u>UCM</u>						
	Institutional Perception (Brand Survey Spring)	15.0%	5 = 90% or more	84%	3	4.5	
			4 = 87.5% or more				
			3 = 84%				
			2 = 82% or more				
			1 = 80% or less				
	Local, regional and national press coverage & sentimentality	10.0%	5 = 4,275 or more	over 5,000	5	5	
			4 = 4,200				
			3 = 4,150				
			2= No increase (4,110)				
			1 = loss of users				
	New Website Sessions	5.0%	5 = 33 or more	18%	1	0.5	
			4 = 31				
			3 = 29				
			2 = 27				
			1 = 25 or less				
	Website Bounce Rate	5.0%	5 = 50% or less	50.1	4	2	
			4 = 60%				
			3 = 65%				
			2 = 75%				
			1 = 80% or more				

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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	1,486	1	1.5	
	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	201,891	5	2.5	
	<u>Investment/Endowment Value</u>						
	Number of New Endowed Funds	5.0%	5 = 20 4 = 16 3 = 14 2 = 12 1 = 8	22	5	2.5	
Partnership, Operational, Student Success	<u>Engage West Survey Results</u>						
		5.0%	5 = 4.2+ 4 = 4.0-4.1 3 = 3.8-3.9 2 = 3.6-3.7 1 = 3.5 and below	3.84	3	1.5	
	<u>Retention, Progression, Graduation</u>						
	Increase all funds allocated to support student scholarships	2.5%	5 = over \$1,450,000 4 = \$1,450,000 3 = \$1,425,000 2 = \$1,400,000 1 = Less than \$1,400,000	1,600,000+	5	1.25	
Student success	Increase net funds raised to support GAP funding	2.5%	5 = over \$125,000 4 = \$115,000 3 = \$105,000 2 = \$85,000 1 = Less than \$80,000	183,000	5	1.25	

100.0%

45

33.25