

**Service Outcomes Assessment Follow-Up
2022-2023 Service Outcome (SO) Year End Reporting Form**

In response to SACSCOC 8.2, “The institution identifies expected outcomes, assesses the extent to which it achieves these outcomes, and provides evidence of seeking improvement based on analysis of the results ...”

Name of Service: Foundation

Outcome #1: Increase the number of employees giving through the Annual Fund Drive.

Action Items from Service Review:

Item #	Action Items: (Action item identified in the 2021-22 service review.)	Results / Use of Results: (Provide results of the action item identified. Was the action item successful? If not, did you want to continue this action item going forward? If so, please include this action item in the 2023-2025 action items table below.)
1	Utilize the campus’ newly created employee engagement committee to better engage with employees of the college. This will help increase visibility of the Foundation on campus. (Assessed by: Monitor annual fund drive percentage.)	The committee has met two times and is still working on how to increase employee participation as a whole across campus.

Baseline: 200 employees (Average of 2020, 2021, 2022 employee giving)
Standard: 205
Target: 210

<u>Fiscal Year</u>	<u># of Employees Contributing – Campus Fund Drive</u>
2020 (FY21)	225
2021 (FY22)	198
2022 (FY23)	179
2023 (FY24)	169

Provide narrative for analysis of (increasing the number of employees giving to the annual fund drive). (How will you use this data to improve the effectiveness of your service unit? Please discuss any changes you intend to address that may improve the effectiveness of your service unit.)

The number of employees giving decreased this year, but the percentage was the same as last year’s. This tells me that there were fewer employees during this year’s annual fund drive. We did increase the number of Bison Share Parking Spots we now have on campus. That means more employees are giving at least 1% of their annual salary to the Foundation. I would like to keep this outcome and change the action item. So much of the employee giving depends on the morale and salaries of WCC employees.

2023-2025 Action Items:

Item	Action Items <i>(What actions can be taken to increase the success of the outcome in your service unit?)</i>	Assessment of Action Items <i>(How will you assess the results of action items?)</i>
1	Utilize the Foundation's college standing Mini-Grant and Advisory Committee for their input on ideas to increase employee giving.	Meeting minutes and implementation of strategies that the Committee suggests.

Outcome #2: Increase the visibility of the Foundation in the community.

Action Items from Service Review:

Item #	Action Items: <i>(Action item identified in the 2021-22 service review.)</i>	Results / Use of Results: <i>(Provide results of the action item identified. Was the action item successful? If not, did you want to continue this action item going forward? If so, please include this action item in the 2023-2025 action items table below.)</i>
1	Increase the number and variety of communication shared with the community (Assessed by: Number of donors.)	We have had more viewers on our Youtube page for the Arts and Humanities Lectures and more Bison Benefit applications.

Baseline: Mailers and email invitations were sent

Standard: More communication with the community via print and social media

Target: Involve more of the community with the Foundation more regularly

Provide narrative for analysis of (visibility of the Foundation in the community). *(How will you use this data to improve the effectiveness of your service unit? Please discuss any changes you intend to address that may improve the effectiveness of your service unit.)*

The Foundation has increased the visibility by utilizing social media (YouTube, Facebook, Constant Contact) platforms to promote the Foundation and its benefits in the community and to students seeking educational opportunities. We continue to see an increase in viewer participation, depending on the topic, with our YouTube Arts and Humanities Lectures.

The Foundation has received more Bison Benefit applications and awarded more student scholarships this year as in the previous years.

2023-2025 Action Items:

Item	Action Items <i>(What actions can be taken to increase the success of the outcome in your service unit?)</i>	Assessment of Action Items <i>(How will you assess the results of action items?)</i>
2	Create advertising materials to promote community awareness and opportunities for giving.	Create Bison Benefit mailers; Arts and Humanities Brochures; and Donor Brochures for specific needs (i.e. building fund raisers and Invitational)

Approvals

1. Using DocuSign (electronic signature), the Office of Institutional Effectiveness (IE) will review and approve the Program/Service Outcome Assessment when completed by the responsible program/service personnel.
2. Using DocuSign (electronic signature), appropriate Department Chair, Division Dean, Director, and/or AVP is asked to read and approve the Program/Service Outcome Assessment.

IE Acceptance / Date:	<u>Dorothy Moore</u>	<u>11/29/2023</u>
President / Date:	<u>Dr. Patty Pfeiffer</u>	<u>11/29/2023</u>