

Service Outcomes Assessment Follow-Up
2023-2024 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 2022-23 Service Outcome Year-End Report:

Item #	Action Items: (Action item identified in the 2022-23 service outcome year-end report.)	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 2024-2025 action items table below.)
1	Utilize the Foundation’s college standing Mini-Grant and Advisory Committee for their input on ideas to increase employee giving. (Assessed by: Meeting minutes and implementation of strategies that the Committee suggests.)	Campus giving remained stagnant. The advisory committee will be asked again to help come up with fresh ideas that can encourage employees to give.

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

Fiscal Year	# of Employees Contributing – Campus Fund Drive
2020 (FY21)	225
2021 (FY22)	198
2022 (FY23)	179
2023 (FY24)	169
2024 (FY25)	164

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.)

Data indicate that giving actually declined approximately 1% from fiscal year 2024 to fiscal year 2025. The Foundation will need to be more creative in asking employees to give.

2024-2025 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	Work with Committee to create new ways of giving	Record committee input in meeting minutes.
2	Survey college employees to better understand why they may not be contributing	Analyze survey results.

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

Action Items from 2022-23 Service Outcome Year-End Report:

Item #	Action Items: (<i>Action item identified in the 2022-23 service outcome year-end report.</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 2024-2025 action items table below.</i>)
1	Create advertising materials to promote community awareness and opportunities for giving. (Assessed by: Create Bison Benefit mailers; Arts and Humanities Brochures; and Donor Brochures for specific needs (i.e. building fund raisers and Invitational)	Brochures for Arts & Humanities and Donor Naming Rights were created and disseminated as appropriate. The Arts & Humanities series of lectures did very well, but unfortunately, the number of attendees cannot be accounted for.

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.*)

Unfortunately, the number of mailers, invitations, and attendees was not collected. This will need to be rectified in the upcoming cycle of service reviews.

2024-2025 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	Track the number of mailers sent	Number of mailers sent
2	Track the number of invitations sent via postal service and emails	Number of invitations sent vial postal service and email

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: Dorothy Moore 6/16/2025

President / Date: Dr. Patty Pfeiffer 6/16/2025