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| Fiscal Year | 7/1/17-6/30/18 |
| Division | Institutional Advancement |
| Submitted By | Marilyn Herbert-Ashton |

Division Institutional Effectiveness Plan

***IE Plan: Complete the sections marked in YELLOW.***

***Assessments: Complete only the sections marked in GREEN.*** *These will only appear when it is time to complete assessments.*

Once completed, please email to [ie@virginiawestern.edu](mailto:ie@virginiawestern.edu).

If you have any questions, please contact [ie@virginiawestern.edu](mailto:ie@virginiawestern.edu) or call Carol Rowlett (77277) or Rachelle Koudelik-Jones (76187).

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| 1. **Mission/Purpose** |
| **College Mission:**  Virginia Western provides quality educational opportunities that empower students for success and strengthen communities.  **Purpose for your division *(adjust as necessary)*:** IA fosters, supports, and promotes the College’s vision, mission, and goals. The division does so through promoting a positive image of the college by increasing awareness and understanding of the institution; increasing student enrollment; enhancing commitment to the Virginia Western communicaotn by alumni, friends, and other external consitutiences; expanding financial resources; and strengthening the bond between our community and the College. |

| 1. **Goals. Goals are “big picture” and long-term.** | |
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| **College Goals:**  *These goals are established through strategic planning processes.* | **Division Goals:** *Please place your goal next to the most related college goal. Add rows as needed.* |
| Empower Students for Success |  |
| Champion Sound Stewardship | Advance interaction with alumni, friends, and supporters by educating, cultivating, and soliciting annual gifts, major gifts, and specific college initatives funding through grants/fundraising. |
| Foster Internal & External Collaboration | Expand and refine communication and information dissemination with internal and external constituencies for reaching out to students and community. |
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| 1. **OBJECTIVES.** [***Click here***](http://www.virginiawestern.edu/about/success2021/docs/Success2021_Objectives.pdf) ***if you would like to see a list of College objectives.*** | | |
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| **Division Goals:**  *Same as you listed in the final column of the previous table – just copy them down.* | **Division Objectives:**  *What specific things are you trying to achieve?*  ***Each of your goals must have at least one objective.*** | **Measurable Outcomes:**  *What will you measure to tell whether or not you accomplished the objective?*  ***Each of your objectives must have at least one measurable outcome.*** |
| Advance interaction with alumni, friends, and supporters by educating, cultivating, and soliciting annual gifts, major gifts, and specific college initatives funding through grants/fundraising. | Expand the use of social media | 1. Increase communication/reach through various social media platforms |
| Expand and refine communication and information dissemination with internal and external constituencies for reaching out to students and community. | Secure funding | 2. Increase revenue generated through grants,and annual and major gift solicitation. |
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| 1. **OUTCOMES AND ASSESSMENT. How will you know you are accomplishing your objectives?** |

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| **Assessment of Measurable Outcomes:**  Below, please copy each of your measurable outcomes and identify corresponding baselines and targets. At the end of the fiscal year, this IE Plan will be returned to you with additional sections to report your results on each outcome. |

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| **#** | **Measurable Outcome**  ***COPY the measurable objectives you listed above.*** | **Baseline**  ***(Current status)*** | **Target for the Year** | **2021 Target** |
| 1 | Increase communication/reach through various social media platforms | 1,500 followers | 2,000 followers | 4,000 followers |

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| **Briefly describe assessment results based on data collected, demonstrating the extent to which the department achieved the objective listed above.**  *If needed, attach a summary of the data collected. (This can be the spreadsheet used to record the results)* |
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| **Compare your results to the target for the year listed above.** |
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| **Describe areas of strength in achievement of the outcome.** |
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| **Describe areas of weakness in achievement of the outcome.** |
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| **Identify intended changes that will be instituted based on results of these assessments. Please describe changes and give rationale for the change.** |
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| **Timeline for implementing these actions.** |
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| 2 | Increase revenue generated through grants,and annual and major gift solicitation. | $2. million | $4 million | $6.5 million |

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| **Briefly describe assessment results based on data collected, demonstrating the extent to which the department achieved the objective listed above.**  *If needed, attach a summary of the data collected. (This can be the spreadsheet used to record the results)* |
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| **Compare your results to the target for the year listed above.** |
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| **Describe areas of strength in achievement of the outcome.** |
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| **Describe areas of weakness in achievement of the outcome.** |
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| **Identify intended changes that will be instituted based on results of these assessments. Please describe changes and give rationale for the change.** |
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| **Timeline for implementing these actions.** |
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| Implementation Plan: What changes will your division implement over the next year? |
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| **Dissemination/Discussion: How will you share your results with your division and other areas of the campus community?** |
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| **Please indicate any additional comments you may have regarding any of the above** |
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