

Q1. 2021 Unit Assessment Plan

Complete the GCU Unit Assessment Plan with three goals aligned with GCU's Mission and Strategic Compass. See the template within the University Assessment Plan on the GCU Assessment webpage. You can repeat your previous assessment plan if it is still valid.

Unit Assessment Plans are due February 28.

Q2. Name of Administrative Unit

Institutional Advancement

Q3. Name of the person completing this report. (Last, First)

Manfra, Matthew

Q4. Email address of person completing this report.

mmanfra@georgian.edu

Q5. To which Cabinet Member does this unit report?

- President
- Provost
- Executive Director for Mission Integration
- Vice President Finance and Administration
- Vice President Institutional Advancement
- Exec. Director of Marketing and Communication
- Vice President for Enrollment & Retention
- Other, (please specify

Q6. This plan is based on the following year type selection:

- Calendar Year (January-December)

- Academic Year (September-August)
- Fiscal Year (July-June)
- Other

Q7. State Goal 1 for your administrative unit.

Increase the overall dollars raised by Institutional Advancement staff. This includes philanthropic revenue, government revenue, and dollars brought in through the Center for Professional Studies and Conferences and Special Events

Q8. State the Outcomes for Goal 1.

- 1.1
Reach overall target set for fiscal year (varies by year, and set by President with consultation with Board Chair and Chair of BOT APA Committee)
- 1.2
Reach individual targets set for Individual Giving, Corporate and Foundation Giving, Planned Giving and Major Gifts.
- 1.3
Increase dollars brought in via government grants (federal, state and local)
- 1.4
Increase revenue via the Center for Professional Studies
- 1.5
Increase revenue via Conferences and Special Events
- 1.6

Q9. State Goal 2 for your administrative unit.

Plan and launch a comprehensive campaign resulting in increased board and committee engagement.

Q10. State the Outcomes for Goal 2.

- 2.1
Identify and reach annual fundraising targets for individual, corporate and foundation, planned and major gift donors.

- 2.2 Public phase of campaign launched by July 2023.
- 2.3 At least 75% of campaign goal reached by public launch.
- 2.4 Develop volunteer opportunities for more donors (e.g. Campaign Committee/President's Advisory Council and McAuley Circle)
- 2.5 Develop building campaigns for Casino and Nursing, Health and Wellness Building
- 2.6

Q11. State Goal 3 for your administrative unit.

Develop a new post-pandemic business model.

Q12. State the Outcomes for Goal 3.

- 3.1 Create an operational plan for donor and alumni engagement
- 3.2 Create an operational plan for professional studies
- 3.3 Create an operational plan for conferences and special events
- 3.4
- 3.5
- 3.6

Q13. Give the Mission alignment for unit assessment goals. Check all that apply.

Georgian Court University, founded by the Sisters of Mercy of New Jersey in 1908 and sponsored by the Sisters of Mercy of the Americas since January 2007, provides a comprehensive liberal arts education in the Roman Catholic tradition.

The university has a special concern for women and is a dynamic community committed to the core values of justice, respect, integrity, service, and compassion, locally and globally.

Goal 1	Goal 2	Goal 3
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<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Georgian Court provides its students with a curriculum broad enough to be truly liberal, yet specialized enough to support further study and future careers.

Georgian Court provides students with an environment for the entire university community to grow through shared educational, cultural, social, and spiritual experiences.

Georgian Court provides students with the will to translate concern for social justice into action.

No direct alignment with Mission.

Q14. Give the alignment with the GCU Strategic Compass Point (s) for your unit assessment goals. Check all that apply.

	Goal 1	Goal 2	Goal 3
Compass Point 1: Mission Fulfillment through Academic Excellence.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Compass Point 2: Mission Fulfillment through an Exceptional Student Experience.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Compass Point 3: Mission Fulfillment through Revenue Generation and Diversification.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Compass Point 4: Mission Fulfillment through Operational Efficiency and Utilization.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
No direct alignment with the Strategic Compass.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q15. Please select the directive(s) aligned with your goal(s) for Compass Point 1: Mission Fulfillment Through Academic Excellence. (check all that apply)

This question was not displayed to the respondent.

Q16. Please select the directive(s) aligned with your goal(s) for Compass Point 2: Mission Fulfillment Through Exceptional Student Experience. (check all that apply)

This question was not displayed to the respondent.

Q17. Please select the directive(s) aligned with your goal(s) for Compass Point 3: Mission Fulfillment Through Revenue Generation and Diversification. (check all that apply)

	Goal 1	Goal 2	Goal 3
3.1 Increase enrollment to meet current capacity and develop a comprehensive plan for our main campus in demographic and programs which highlight the main campus as the flagship model for the Georgian Court Mission.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.2 Identify new locations, sites, and delivery modalities where the Mission and the revenue opportunities are abundant.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.3 Identify and partner with high schools, community colleges, other colleges and universities, community programs, and business/employers to meet their student needs as an educational partner.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.4 Create multiple-channel financial aid strategy to connect early packaging with admissions yield strategy. Utilize packaging strategy to create an optimal class and net tuition revenue.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.5 Implement a branded Georgian Court experience for all students regardless of site or location to build on the sense of connectedness to the University, cultivating continuous involvement as future alumni & donors.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.6 Seek additional revenue in to the forms of increased alumni giving, increased athletic giving, increased foundation and corporate partnerships.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

3.7 Engage stakeholders of the institution including, board members, administration, faculty and staff, and alumni the fundraising efforts to build on the Georgian Court Brand and build connections to new funding sources.



3.8 Build capacity and launch a capital campaign.



Q18. Please select the directive(s) aligned with your goal(s) for Compass Point 4: Mission Fulfillment Through the Operational Efficiency and Resource Utilization. (check all that apply)

	Goal 1	Goal 2	Goal 3
4.1 Develop a collaborative financial strategy for the next three years that integrates the strategic enrollment and academic plans. These plans will be supported by Capital and Leased space development programs and the integration of the Facilities Conditions Assessment.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.2 Develop a plan that re-imagines the campus to make efficient and effective use of physical spaces on campus, inclusive of renewal and replacement programs.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
4.3 Develop the Campus Master Plan and a Strategic Technology Master plan to support campus operations and expand satellite and virtual academic sites.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.4 Enhance and expand efficient process improvement programs to provide more supportive operations and efficient campus operations and workflows.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Q19. With which MSCHE (Middle States Commission on Higher Education) Standard are your unit assessment goals aligned. Try to limit your response to the primary area of alignment.

	Goal 1	Goal 2	Goal 3
Standard I. Mission and Goals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Standard II. Ethics and Integrity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Standard III. Design and Delivery of the Student Learning Experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Standard IV. Support of the Student Experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Standard V. Educational Effectiveness Assessment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Standard VI. Planning, Resources, and Institutional Improvement	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Standard VII. Governance, Leadership, and Administration	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
I am not sure which Standard to choose	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Applies to all Standard	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q20. What metrics will be used to measure results of Goal 1?

Overall dollars raised Revenue by campaign Unrestricted Revenue Giving % and dollars raised from Trustees, Alumni and Employees

Q21. What metrics will be used to measure results of Goal 2?

Dollars raised in private phase Dollars raised in public phase Giving % and dollars raised from Trustees and key campaign volunteers Percent of campaign completed

Q22. What metrics will be used to measure results of Goal 3?

The development of plans by each of the areas mentioned

Q23. What will be the benchmark for successfully meeting Goal 1?

Measured weekly, the number of dollars raised towards targets. These targets will be shared regularly with Cabinet, Board and university leadership.

Q24. What will be the benchmark for successfully meeting Goal 2?

Campaign progress will be measured weekly and shared with Cabinet, Board and members of university leadership.

Q25. What will be the benchmark for successfully meeting Goal 3?

The development of written plans that can be applied to our work and implemented.

Q26. Name the person(s) responsible for Goal 1.

Vice President for Institutional Advancement and leaders of each area mentioned

**Q27.
Name the person(s) responsible for Goal 2.**

Vice President for Institutional Advancement and leaders of each area mentioned

Q28.

Name the person(s) responsible for Goal 3.

Vice President for Institutional Advancement and leaders of each area mentioned

Q29.

In which year will Goal 1 be assessed?

Note: Data is collected annually, but analysis is done on a three-year cycle, one goal per year.

- Year 1
- Year 2
- Year 3

Q30.

In which year will Goal 2 be assessed?

Note: Data is collected annually, but analysis is done on a three-year cycle, one goal per year.

- Year 1
- Year 2
- Year 3

Q31.

In which year will Goal 3 be assessed?

Note: Data is collected annually, but analysis is done on a three-year cycle, one goal per year.

- Year 1
- Year 2
- Year 3

Q32. Are there any additional comments you would like to add to this report?

Work on all three goals will take place concurrently. The post-pandemic plans will be developed in year one and measured in year three via a formal report.

Location Data

Location: ([40.00309753418](#), [-74.226303100586](#))

Source: GeolIP Estimation

