

**ADMINISTRATIVE UNIT PERFORMANCE REPORT**

**Division: President's Office**

**Unit: Constituent Relations**

**FY: 1996-1997**

Unit Mission	Performance Indicators	Performance Measurements	Measurement Results	Results Utilization
<p>Our mission is to build and maintain relationships with key university constituents and the university president by working with the university foundation.</p>	<p>1. Establish an organized system to identify prospects for the President and log activities and events in which they participated.</p>	<p>1. Develop list of 15 prospects for the President to meet with and cultivate a relationship. Design calendar of events and distribute.</p>	<p>1. In actuality more than 30 prospects identified and 50 tracked regarding presidential involvement. President's Calendar of events established and used as a form of communication within departments. Internal prospect tracking system created within Constituent Relations and utilized on an interim basis to record attendance at event. The actual management of the information and maintenance of its accuracy is the measurement standard for this goal.</p>	<p>1. Goal attained and the following modifications will be made to the process: training of key personnel on new computer tracking system. Transfer of data from old(BSR) tracking system to new (millennium) tracking system is in process. Notebook of President's prospects has been organized and detailed information will be transferred into the millennium system to streamline this process and incorporate it into the existing foundation tracking system.</p>
<p>2. Organize and coordinate activities for the university President with various constituent groups.</p>	<p>2. Record number of events implemented to develop relationships with various constituent groups--alumni, donors, regents, prospects, community leaders.</p>	<p>2. Record detail for annual events in SOP books, keep record of activity in President's Calendar of events. *Socials held in the fall with approximately 200-300 students per college event or a total of more than 1,000 interacting with the President *Managed PLC role in 50 events. Written surveys revealed high satisfaction level. *Raised \$18,000 for United Way at 8/29/96 Rockin' Rally, \$10,000 over the previous year.</p>	<p>2. Goal attained and the following modifications made: *Add more student related activities, such as five College Socials. *Manage PLC activities (approximately thirty a year) *Coordinate Central Florida Rockin' Rally and leadership breakfast for United Way.</p>	<p>2. Goal attained and the following modifications made: *Add more student related activities, such as five College Socials. *Manage PLC activities (approximately thirty a year) *Coordinate Central Florida Rockin' Rally and leadership breakfast for United Way.</p>

Unit Mission	Performance Indicators	Performance Measurements	Measurement Goals	Results Attainment
	<p>3. Increase the number of community awareness and stewardship activities.</p>	<p>3. Oversee donor recognition and stewardship activities.                      -President's Appreciation Dinner                      -Scholarship event                      -Sprint Learning Center Grand Opening                      -Communication Building Groundbreaking                      -Burnett House Groundbreaking                      -Church Street Wine Cellar event                      -Georgia Tech pre-game reception                      -Wetherill contract signing                      -Nicholson contract signing</p>	<p>3. Successfully organize and complete eight Foundation events.                      -Increase attendance from 180-230 people at President's Appreciation Dinner, along with a major event sponsor and informal oral comments revealed a high satisfaction level in the event.                      -President's Circle Event held in lieu of Scholarship Dinner. Increased attendance by 100%, (150 to 300)underwriting by donors and informal oral survey reflected great support a successful new event for donors below \$10,000.                      canceled due to lack of interest.                      - 100 guest speakers visited the campus during Distinguished Guest Lecturer week 2/17-21. A written survey of speakers and students revealed a favorable impression of the university by the majority of respondents.</p>	<p>3. Goal attained and these additional activities will be added to stewardship activities:                      -Updating plaques in the President's Dining Room to reflect current donors.                      -Adding a recognition event for donors at the \$1,000-\$9,999 level                      -Coordinating activities for <i>Guest Lecturer Week</i>, Awareness Committee                      Increase number of board activities, including the following events:                      -Managing the Foundation Golf Tournament                      -Foundation theater event</p>