

—Institutional Effectiveness Summary for Administrative Units—

"The institution must demonstrate planning and evaluation in its administrative and educational support services ... Each unit, in its planning and evaluation processes, should consider internal and external factors and develop evaluation methods which will yield information useful to the planning processes of that unit." SACS 1998

Date Submitted: July 27, 2000 **FY:** 1999-2000

Division Name: University Relations

Unit Name: University Relations

Unit Head: Daniel Holsenbeck

Participating Staff:

Approved by UAC <input type="checkbox"/>	Approved by UAC <input type="checkbox"/>	Approved by UAC <input type="checkbox"/>	Approved by UAC <input type="checkbox"/>
Date _____	Date _____	Date _____	Date _____
Initials _____	Initials _____	Initials _____	Initials _____

Unit Mission:	Performance Indicators	Performance Measurements	Measurement Results	Use of Results
<p>The principal professional mission of the Vice President is to manage, motivate, and assist the staff of the Division of University Relations in support of successful fulfillment of the President's five (5) goals for UCF.</p>	<p>1. Assist divisional units in achieving at least 80% of their performance measures and goals.</p>	<p>1a. Complete an annual review of each unit's goal achievement as compared to the unit's stated goals.</p> <p>1b. Survey all units to determine if they received support, leadership, and training from the Vice President's office.</p>	<p>1a. A review of its unit's accomplishments showed that 90% of each unit's stated goals were met.</p> <p>1b. All directors were surveyed. 100% indicated they received support, leadership, and training from the Vice President's office.</p>	<p>1a&b. Criteria met; no further action required. However, the office will continue to monitor each unit's goals achievement as competed to their stated goals.</p>
	<p>2. Enhance effective communication between executive management and the University Relations departmental heads.</p>	<p>2. Compile an annual survey of department heads to evaluate communications effectiveness to determine if at least 90% of the units report a satisfactory rating.</p>	<p>2. All department heads were surveyed. 100% reported that the communication between executive management and the University Relations departmental units was effective.</p>	<p>2. Criteria met; no further action required. However, the office will continue to monitor communication between the units and executive management.</p>
	<p>3. Attain 100% of departmental heads participating in staff developmental activities.</p>	<p>3. Maintained a log to indicate the number of staff involved in staff developmental activities as compared to the previous year.</p>	<p>3. All of the departmental heads participated in at least one staff development program but no log of other staff was maintained.</p>	<p>3. This objective will be repeated during the upcoming cycle. Effort will be made to record the results in personnel records.</p>
	<p>4. Improve the communication and trust within and among University Relations units and individual staff.</p>	<p>4. Recognition of staff achievements by written statement or verbal praise.</p> <p>4b. President's presence in University Relations activities.</p>	<p>4a. Each departmental unit head was recognized for his or her achievements. A letter of commendation was placed in each person's personnel file as appropriate.</p> <p>4b. The President was unable to schedule staff development sessions with University Relations.</p>	<p>4a. Criteria met; no further action required.</p> <p>4b. Criteria not met. Efforts will continue to ensure that the President's schedule allows for participation.</p>
	<p>5. Reorganize Division to reflect University Marketing goals.</p>	<p>5a. Realign existing staff</p> <p>5b. Hire Director of Marketing</p>	<p>5a. Accomplished</p> <p>5b. Accomplished</p>	<p>5a. Evaluate effectiveness</p> <p>5b. Evaluate progress and individual accomplishments</p>