

UCF ADMINISTRATIVE UNIT PERFORMANCE REPORT

Division: University Relations

Unit: Community Relations

FY: 1996-97

Unit Mission	Performance Indicators	Performance Measurements	Measurement Results	Results Utilization
<p>The mission of the Community Relations office is to cultivate, maintain, and enhance the link between the University and the various publics which it serves and to create and implement community-based programs to increase knowledge and understanding of the University within key external communities.</p>	<p>1. Initiate and manage informal events in the community.</p> <p>2. Work closely with city and county governments, The Economic Development Commission and downtown organizations.</p>	<p>1. Send a questionnaire to last year's attendees of the President's Excellence Breakfast to determine future program development. Excluding UCF faculty and staff, approximately 200 questionnaires will be mailed. We hope to get a 15-20% response, with a 90% positive.</p> <p>2a. Schedule informational meetings and tours of campus with local officials and community leaders. Target approximately 40% increase.</p> <p>2b. Invite community leaders to participate in UCF functions with a result of increased or more diverse participation. Target approximately 20%.</p>	<p>1. Excluding all UCF faculty and staff, 197 surveys were mailed to members of the Central Florida business community that attended one or more Focus Breakfast's. We received 44 (22%) responses with ratings being 100% favorable.</p> <p>2a. Met percentage levels by soliciting visits from Orlando Magazine, Orange County Commission, Orange County Planning and Development, Orange County Parks and Recreation, the Hospitality Industry, the Economic Development Commission Events Planning, etc.</p> <p>2b. Increased target percentage levels by developing new relationships within the community and by seeking and including members of the minority community in our invitations lists.</p>	<p>1. Target met. Formulated and implemented ideas gathered from research.</p> <p>2a & b. Targets met. Reviewed overall effect on the University and implemented strategies to improve participation as indicated by measurement results.</p>

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	<p>3. Participate in volunteer programs to provide satisfactory service to the community.</p>	<p>3. Evaluate effectiveness of participation by surveying community organizations to access their level of satisfaction and future needs for service. Satisfaction should be between 90-95%.</p>	<p>3. Fourteen Evaluation Surveys were mailed to mostly external organizations that benefit from direct participation of the UCF Community Relations Office. Thirteen (93%) were received with satisfaction level at 100%.</p>	<p>3. Target met. Determined if time was well-invested and how our participation served UCF. Reviewed current community activities and examined alternate opportunities for effective community service and participation.</p>