

UCF ADMINISTRATIVE UNIT PERFORMANCE REPORT

FY: 1999-00

UNIT NAME: Community Relations

Division of: University Relations

Unit Mission	Performance Indicators	Performance Measurements	Measurement Results	Results Utilization Plan
<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 implement community-based programs to increase knowledge and understanding of the University within key external communities</p>	<p>I. Initiate and manage informal events in the community.</p>	<p>I.a. 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. Our goal is to get a 20% response, with a 90% approval rating. I.b. Publish quarterly newsletter with increased distribution over 1998 - 1999.</p>	<p>I.a. No questionnaire designed. Director of Community Relations resigned position. No subsequent President's Excellence Breakfast events took place within a reasonable time frame for the incoming Director of Community Relations to complete this task/ I.b. 11,000 copies of Community Relations newsletters distributed on a quarterly basis through the Orlando Business Journal previous fiscal year. 12,000 copies of newsletter distributed in 1999-2000 through the Orlando Sentinel mailing list.</p>	<p>I.a. Outcome not met. Reviewed survey used in 1996 mailout for President's Excellence Breakfast. Developed two new sections, expanded and updated previous version of questionnaire for future use. I.b. Outcome met. Re-evaluated and changed mail out distribution list for cost effectiveness and targeted businesses through distribution lists of the Orlando Sentinel vs. the Orlando Business Journal.</p>
	<p>I.c. Increased attendance from 1999 for Orange Juice Forum.</p>	<p>I.c. Orange Juice Forum not held this fiscal year. Director of Community Relations resigned position. Insufficient time frame for procurement of sponsors and organization of event resulted in decision to postpone event until new Director in place and adequate planning period allocated.</p>	<p>I.c. Target not met. Developed time line and plan of action for successful coordination of event next spring.</p>	

	<p>I.d. We will expand our role as a community speaker's bureau and increase speaking engagements for UCF staff and faculty.</p>	<p>I.d. Increased speaking engagements to highlight UCF faculty and staff by participation in the following events: Two President's Excellence Breakfasts, Luncheon for Central Florida Regional Chambers, Capitol Connection, Zora Neale Hurston Reception, EDC Round Table, FEW Luncheons, OBJ High Tech Luncheon.</p>	<p>I.d. Target met. Reviewed 6-month engagements to determine if faculty were adequately and appropriately placed.</p>
--	--	--	--

2. Work closely with the Mid-Florida Economic Development Commission, downtown organizations, regional chambers, and other community-based organizations.

2.a. Board presence on at least four (4) local chambers of commerce and several chamber committees.

2.a. Active Board participation with the following chambers of commerce: Orlando Regional, Seminole County/Lake Mary Regional, Winter Park, and West Orange chambers of commerce. In addition committee involvement includes: Seminole County Education Committee and Winter Park Events Committee. Facilitated EDC Technology Round Tables on UCF campus.

2.a. Target met.

<p>2.b. UCF informational/ update articles in all chamber/association newsletters in which we have a presence on a quarterly basis.</p>	<p>2.b. Three articles placed in the West Orange Chamber newsletter. Other chambers do not accept community and business updates from outside sources. However, verbal reports of outstanding UCF accomplishments given at monthly board meetings for these chambers. CR newsletter distributed to all board members of various chambers.</p>	<p>2.b. Target met. Formulated and implemented ideas for outreach to all Central Florida chambers of commerce.</p>
---	---	--

2.c. Coordinate meetings and tours with mid-level management (VP's, Directors, etc.) of local businesses. Meet with at least 50 previously uninvolved businessmen and women.

2.c. Met with over 70 previously uninvolved business executives by soliciting visits from Bellsouth, OBJ, EDC, Florida Hospital, Orlando, Daytona Beach, Winter Park, West Orange, Kissimmee, Seminole County/ Lake Mary, Apopka Area chambers of commerce.

2.c. Target met. Several organizations utilized facilities at UCF for community functions that were coordinated through the Community Relations office.

	<p>2.d. Cultivate and broaden role as international leader and center of diverse cultural and business interests. Have at least one event that focuses on our desire to be an international community.</p>	<p>2.d. Initiated involvement on the Global Connections Committee to bring international speakers to the Central Florida community. Community Relations coordinated, sponsored, or participated in the following events: NCCJ Annual Awards Dinner, John T. Washington Annual Luncheon, Hankins/Johnson Educational Foundation MLK Commemorative Luncheon, Casa de Mexico Trade Show, and Mayor's MLK Holiday Commission. Coordinated community forum featuring international leaders Archbishop Desmond Tutu from South Africa and former Costa Rican President Oscar Arias.</p>	<p>2.d. Outcome target met. Implemented plans for second international forum in 2000.</p>
--	--	---	---

3. Participate in volunteer programs to provide satisfactory service to the community.

3.a. Surpass 1998 United Way and March of Dimes Campaign goals.

3.a. Surpassed United Way objectives. Money pledged in 1998, \$251,000. Money pledged in 1999, \$274,000. Also surpassed 1999 preset goal of \$260,000 with an actual of \$274,000. March of Dimes campaign less than proposed objective. 1999 results \$9280.16. 2000 results \$5426.21.

3.a. United Way target met. Reviewed campaign results and formulated strategies for increased participation for 2000 campaign. March of Dimes outcome did not meet target. Evaluated campaign and developed strategies for improved participation on 2000 campaign.

<p>3.b. Continue to participate as partners in at least 15 not-for-profit associations. Receive feedback on the effectiveness of our involvement.</p>	<p>3.b. Participated in more than 17 not-for-profit associations. Effectiveness of involvement noted by the requests for speakers by these groups, including requests for CR newsletters and fact booklets. Received "first-time" requests for facilitation and coordination of not-for-profit seminars and community events held on UCF campus.</p>	<p>3.b. Target met.</p>
<p>3.c. Develop a broadcast fax system to better communicate with community leaders.</p>	<p>3.c. Consultation with computer programmer revealed current computer equipment and wiring in DTAC not adequate to support broadcast fax system.</p>	<p>3.c. Outcome target met. Despite not being able to develop a broadcast fax system, Community Relations re-evaluated and updated structure of current database for streamlined efficiency.</p>