

UCF ADMINISTRATIVE UNIT PERFORMANCE REPORT

Division: University Relations

Unit: Defense Transition Services

FY: 1996-97

Unit Mission	Performance Indicators	Performance Measurements	Measurement Results	Results Utilization
<p>Increase diversity at UCF through the implementation of defense transition programs designed to recruit minority students to UCF and increase the number of partnerships between the university and business through the execution of economic programs within the community.</p>	<p>1. Increase the number of economic development contracts by 100%.</p>	<p>1. Count the number of new contracts.</p>	<p>1. Doubled the number of contracts. Combined values of the contracts are \$331,000.</p>	<p>1. Target met. Based on the success of increasing our contracts, continue our current marketing approach. This includes working with Florida Department of Labor and Employment Security (FDLES) and the Jobs and Education Partnership (JEP).</p>
	<p>1. Double the number of Soldier to Scholar (STS) participants from thirteen (13) to twenty-six (26).</p>	<p>2. Count enrollments into STS program.</p>	<p>2. Enrollments have increased from thirteen (13) to twenty-seven (27).</p>	<p>2. Target met. Based on the success of our enrollments into the STS program, continue to advertise in the Army, Navy, and Air Force Times, The Veteran Education Guide and recruiting trips to military bases.</p>
	<p>3. Obtain 100% of personnel required for the Capital Cargo economic development contract. (18 personnel)</p>	<p>3. Count participants hired by Capital Cargo.</p>	<p>3. Contract extended until 30 September 1997. Currently we are 80% complete and will be 100% with the completion of the current training class.</p>	<p>3. Target not yet met. Based on the success of meeting our goals set forth in the Capital Cargo contract, we anticipate no changes to our current recruiting practices.</p>

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	<p>3. Prepare and disseminate publications that convey such messages to at least a 5% larger audience than in the prior year.</p>	<p>3. Increase by 5% the number of people who receive Public Relations prepared publications containing information about UCF's active presence in the community and its growth and progress in the attainment of institutional goals.</p>	<p>3. 29,110 pieces of PR-originated literature were prepared and disseminated, 11.5% more than in 1995-96.</p>	<p>3. Outcome met target, no actions indicated.</p>
<p>Promote awareness of UCF's active presence in the community and its growth and progress in the attainment of institutional goals in departmentally initiated publications and related means of communications.</p>	<p>4. The public will overwhelmingly acknowledge UCF as an institution that enhances the quality of life in Greater Orlando and mid-Florida, per performance measurement objective.</p>	<p>4. Secure agreement that UCF enhances the quality of life in their area from 90% of respondents in a conducted survey of residents of Orange, Seminole, Brevard and Volusia Counties, with at least 20% strongly agreeing with the proposition.</p>	<p>4. 96.6% of respondents agreed that UCF enhances the quality of life, with 22.1% strongly agreeing</p>	<p>4. Outcome met target, no actions indicated.</p>
<p>Provide high quality editorial, graphic design, and printing management services to other University Relations Division units and to the university at-large in support of constituent relations objectives that advance institutional goals and interests.</p>	<p>5. Client satisfaction with services rendered will attain performance measurement objective.</p>	<p>5. Secure 90% satisfaction rate of clients for whom graphic design work was performed expressing satisfaction with services rendered.</p>	<p>5. All surveyed clients expressed satisfaction, with most "very satisfied" with the results and timeliness of work performed.</p>	<p>5. Outcome met target, no action needed.</p>