

**Cornell College**  
**Departmental / Program Assessment Plan**

Mission Statement, Learning Outcomes, and Learning Opportunities

Department / Program:	Alumni & College Advancement
Person Submitting this Form:	Lisa White, Director of Alumni
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Mission Statement:

*Revised 12/2010*

The division of Alumni & College Advancement aspires to 1) actively engage alumni and friends with the life of the college; and 2) achieve fundraising revenue goals to bolster the financial health of the institution and forward capital and programmatic objectives.

These priorities will ensure the college's objective of providing an education for its students devoted to liberal learning and democratic values, and are critical as we position the institution for sustained momentum and long-term success.

Program Goals/Outcomes:

The division of Alumni & College Advancement will:

1. Broaden the participation of alumni and friends and identify new alumni and friends to engage with the life of the college.
2. Cultivate long-term relationships of our alumni and donors with the life of the college.
3. Solicit financial support of the college from alumni and friends.
4. Thank and recognize alumni and friends of the college and convey the impact that their contributions have had on the college.

Intended Constituent Outcomes (3-5 recommended):

*As a result of their experiences in our program, alumni and donors will...*

As a result of their experiences in our programs and initiatives, alumni and friends will:

- Enhance their understanding and knowledge of Cornell programs, student outcomes, and physical plant
- Be able to articulate their pride in the college and the distinctiveness of Cornell today
- Be able to identify a variety of ways to engage with the college through their time, talent, and treasures

Learning Outcomes and Opportunities:

*How do the specified outcomes support the College's Educational Objectives; and where are students provided opportunities that will help them achieve these outcomes.*

Engaging alumni and donors in the life of the college and achieving fundraising goals through the support of alumni/donors are the basis of alumni and donor relations. The division of Alumni & College Advancement has developed a strategic plan involving the offices of Alumni, Communications, Development, and Advancement Services to advance the mission of the ACA division

Curriculum Map:

Use the following grid – or one of your own making – to identify where educational opportunities [e.g., courses, programs, activities, etc.] introduce (I), reinforce (R), and/or emphasize (E) the skills/abilities necessary to achieve your intended outcomes. Include all intended outcomes and educational opportunities.

**Key: Identify (I), Cultivate (C), Solicitation (So), Stewardship (St)**

<b>Alumni &amp; friends will:</b>	Enhance understanding/knowledge of programs, student outcomes, and improved physical plant	Articulate pride in the college and the distinctiveness of Cornell today	Identify a variety of ways to engage with the life of the college
<b>Alumni:</b> Outreach Events	I, C, St	I, C, St	I, C, St
Homecoming	C, St	C, St	C, St
Class Agent Program	C, So, St	C, So, St	C, So, St
Campus Partnerships	C, So	C, So	C, So
<b>Development:</b> Personal Visits	I, C, So, St	I, C, So, St	I, C, So, St
Mass Marketing	I, C, So, St	I, C, So, St	I, C, So, St
Foundation relations (none currently)	I, C, So, St	I, C, So, St	I, C, So, St
<b>Adv. Services:</b> Database Mgt.	I	I	I
Research	I	I	I
Stewardship	St	St	St
<b>Communications:</b> Publications	C, So, St	C, So, St	C, So, St
Media	C, St	C, St	C, St
Internal Communications	C, So, St	C, So, St	C, So, St
Web	C, So, St	C, So, St	C, So, St
Social Media	I, So, St	I, So, St	I, So, St

Assessment Priorities:

*Given our intended outcomes, the top 2-3 assessment priorities for our department/program are:*

The division of Alumni & College Advancement plans to assess the:

1. Effectiveness of communications, events, and solicitation approaches targeted at young alumni (20 years out).
2. Effectiveness of communications, events, and solicitation approaches targeted at parents and past parents.
3. Effectiveness of foundation and grant solicitation.