

North Florida Community College Assessment Report

Departmental Unit:

Artist Series: College Advancement

Ms. Patricia M. Hinton

Assessment Period Covered:

2006 – 2007

Section 1		Section 2 (must be completed for <u>each</u> outcome listed)		Section 3 (completed one for <u>each</u> outcome listed)
<i>Intended Unit Outcomes:</i>		<i>Assessment of Outcomes</i>		<i>Use of Results: Explain use of the assessment results to improve administrative unit</i>
1.)	Increase ticket revenues by 5%.	Means of assessment and criteria for success: (list all assessment criteria used for this objective)	Compare revenues to previous years from statistics generated by department and business office.	Once comparisons are available, adjustments will be made in department activities as required to respond to issues arising from survey.
		Results of assessment activities:		
2.)	Improve artist series patron satisfaction by 5%.	Means of assessment and criteria for success: (list all assessment activities used for this objective)	Survey to be conducted March 2007. Compare results of annual artist series patron survey to previous year survey.	Once comparisons are available, adjustments will be made in department activities as required to respond to issues arising from survey.
		Results of assessment activities:		
3.)	Increase Artist Angels sponsorships by 10%.	Means of assessment and criteria for success: (list all assessment activities used for this objective)	Using statistics available through the department and the business office, compare sponsorship levels to previous year.	Once comparisons are available, adjustments will be made in department activities as required to respond to issues.
		Results of assessment activities:		