

North Florida Community College Assessment Report

Departmental Unit: College Advancement

Ms. Patricia M. Hinton

Assessment Period Covered: 2006 – 2007

Section 1 <i>Intended Unit Outcomes:</i>		Section 2 (must be completed for <u>each</u> outcome listed) <i>Assessment of Outcomes</i>		Section 3 (completed one for <u>each</u> outcome listed) <i>Use of Results: Explain use of the assessment results to improve administrative unit</i>
1.)	Increase visits to NFCC webpage by 5% over next year.	Means of assessment and criteria for success: (list all assessment criteria used for this objective)	Track visits to website through tracking software and compare to previous year's data.	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.)	Increase number of press releases written/disseminated in district by 5%.	Means of assessment and criteria for success: (list all assessment activities used for this objective)	Compare number of press releases written to previous year of electronic files stored in Press Release folder (which are releases written and distributed in the period).	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 faculty involvement in development of advertising of the college by 5%	Means of assessment and criteria for success: (list all assessment activities used for this objective)	A survey of faculty seeking input on advertising elements, was conducted 5/2005. 19% responded. Intent is to increase faculty involvement by 10% through use of a similar survey to faculty via the internet.	Once comparisons are available, adjustments will be made in department activities as required to respond to issues.
		Results of assessment activities:		

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Section 1

Section 2 (must be completed for each outcome listed)

Section 3 (completed one for each outcome listed)

Intended Unit Outcomes:

Assessment of Outcomes

Use of Results: Explain use of the assessment results to improve administrative unit

4.)	Increase satisfaction level of campus community by 5% in service of College Advancement.	Means of assessment and criteria for success: (list all assessment activities used for this objective)	Compare results of Institutional Effectiveness Survey for College Advancement taken in 2004 to survey to be conducted fall 2006.	Once comparisons are available, adjustments will be made in department activities as required to respond to issues arising from survey.
		Results of assessment activities:	Based on survey results, the department will make necessary adjustments to accommodate areas identified for improvement.	