Detailed Assessment Report for

Mission/Purpose

See annual report for details on the department.

Outcomes/Objectives, with Any Associations and Related Measures,
Achievement Targets, Findings, and Action Plans

O 1: See annual report
See annual report

Related Measures:

M 1: See annual report
See annual report

Source of Evidence: Existing Data

Achievement Target:
This Achievement Target was created through the WEAVEonline Data Conversion process because the associated 'Target Performance Level for Program' field in Version 3.5 was blank. Please edit this information to enter the actual Achievement Target for this Measure-Outcome/Objective combination. What you enter as the Achievement Target will stay active until you alter its 'Active through Cycle.'

Findings (2006-2007) - Achievement Target
See annual report.

Related Action Plans:

Annual Report
Completion of Annual Report
For more information, see the Action Plan Details section of this report.

Details for Action Plans Established This Cycle

Annual Report
Completion of Annual Report

Priority: High

Responsible Person/Group: Trent Hill

Analysis Answers

What specifically did your assessments show regarding proven strengths or progress you made on outcomes/objectives?
See annual report for documentation.

What specifically did your assessments show regarding any outcomes/objectives
that will require continued attention?
See annual report for documentation.

Annual Reports

Executive Summary
In 2007, Institutional Advancement continued work in the "silent phase" of the upcoming capital campaign. We launched a feasibility study and hired a campaign consultant to identify funding sources and campaign chairs to help us reach our campaign goal. We also saw the addition of more donor-related events, necessitating our hiring a part-time events assistant. Perhaps most challenging, and rewarding, was our success in receiving South Guth Park as a gift from the city to enable University expansion.

Contributions to the Institution
Good, intelligent preparation for the upcoming campaign will result in increased endowments and program funding, benefiting our students and contributing to increased incentives for students to choose TAMUCC over our competitors. The city’s gift of South Guth Park will provide room for the University to grow, ultimately enabling the University to move closer to its goal to be South Texas’s premiere University.

Highlights
This year we began work with the estate of Mr. Lawrence Atkins to bring in the single largest scholarship endowment to this school, $5 million. The gift was received in November 2007. In addition we secured another 6 very large gifts: $1 million from Mr. Wynell Ball for an endowed scholarship in Geospatial Survey Engineering; $1 million from Jack and Susie Dugan for the Wellness Center; $856,000 from John and Louise Chapman for the Athletic VIP Lounge and Pressbox; $768,000 from Mr. Jonathan Hornblower for the Furgason Fellowship endowed scholarship; $750,000 from Mr. Edward Harte for the Harte Fellowship; and $355,000 from Mr. and Mrs. Woo Sung Lee for the Welcome Center. We persevered to ensure the South Guth expansion gift from the city, which is estimated to be worth $3.6 million. Total annual giving for the year topped $1,125,157.

Teaching Activities
We are continuing our efforts to educate the donor community about planned giving opportunities by conducting several seminars a year. Our Student Foundation instills the spirit of giving back to the University among current students; in workshops for students we emphasize, among other things, skills in non-profit management.

Research and Scholarly Activities
Not applicable

Public/Community Service
Through the Student Foundation, we strive to build a sense of community involvement while students are still at a "teachable" stage; planned giving seminars, alumni events, Islander Mom’s club, sponsorship of various community functions help us to maintain a strong presence as a community partner.

International Activities
By agreement with the university, city, port and World Affairs Council of South Texas, we hired an international relations officer to liaison between the entities to advance international presence. For the university, this person is promoting cooperation across campus to unify our efforts to expand our study abroad and international student programs.

Anticipated Challenges
We are entering a capital campaign with the same number of development officers we carry during non-campaign years. To help ensure a successful campaign, it would be ideal to have 2 more development officers and 3 administrative staff to support our development staff during this period of increased activity. Space continues to be a source of concern. It is unknown at this point whether the completion of the Lee Welcome Center will address all our space needs. We have at least 4 staff sharing cubicles. Storage space for our Special Events Coordinator Alumni Director is also at a premium.

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**Mission/Purpose**

The mission of Advancement Services is to provide programs and services that support the fundraising and friend-raising mission of the Office of Institutional Advancement and Texas A&M University-Corpus Christi as a whole. We are committed to client service, information sharing, and building effective internal and external relationships that support and contribute to the overall success of the Island University.

**Outcomes/Objectives, with Any Associations and Related Measures, Achievement Targets, Findings, and Action Plans**

**O 1: Provide channel for processing all donations.**

Advancement Services will provide an effective and efficient channel for processing and stewarding all donations made to the University.

**Associations:**

**Institutional Priorities:**

1.2 Establishing a culture of professionalism and responsibility  
1.6 Promoting efficient and effective use of time, resources and technology  
1.9 Involving the university community and other publics in the TAMU-CC mission and vision

**Strategic Plans:**

*Texas A&M-Corpus Christi*

1.1 Excellence  
4.4 Effectiveness

**Related Measures:**

**M 1: Ensure donations are being processed effectively.**

Regular monitoring of gift-processing turn-around time of 48 hours. Regular training and updates provided to University divisions regarding gift-processing and stewardship procedures. Consistant, proactive communications with all University divisions to ensure donations are being processing through the appropriate channels.

Source of Evidence: Efficiency

**Achievement Target:**

All donations made to the University will be acknowledged and receipted appropriately within a 48 hour period. All University divisions will be knowledgeable regarding gift-processing and stewardship procedures with
annual to bi-annual training. Comptroller’s Office will provide method for ensuring all donations received by the University are routed through Advancement Services prior to acceptance.

**Findings (2006-2007) - Achievement Target Partially Met**
The Comptroller’s method of ensuring all donations received by the university routed through Advancement Services have helped our objective of continuing to receipt all donations in a 48 hour turn around.

**Related Action Plans:**

**Communication to the Campus Community**
Advancement Services needs to reconnect to the Campus Community our objectives of processing all donations to the university through Institutional Advancement.
For more information, see the *Action Plan Details* section of this report.

**Reporting**
We provide various reports which reflect the fundraising and friend raising activities of our campus community. An additional report that we will be implementing are the Deans Reports. The Deans will be receiving weekly reports of donations given the prior week. This will keep the communication lines open with the colleges.
For more information, see the *Action Plan Details* section of this report.

**Communication to the Campus Community**
Advancement Services needs to reconnect to the Campus Community our objectives of processing all donations to the university through Institutional Advancement.
For more information, see the *Action Plan Details* section of this report.

**M 2: Provide accounting of donations received.**
Various reporting methods both internally and externally provide detailed and/or summarized accounting of donations received.

Source of Evidence: Doc. Analysis

**Achievement Target:**
Annual reports provided to all constituents, monthly reports provided to internal constituents, and various reports provided as requested by internal and external constituents.

**Findings (2006-2007) - Achievement Target Met**
Advancement Services has put in place a method of providing reports in a timely manner to all constituents on a weekly, monthly, bi-monthly, and yearly basis. Also, various reports requested by internal and external constituents

**Related Action Plans:**

**Communication to the Campus Community**
Advancement Services needs to reconnect to the Campus Community our objectives of processing all donations to the university through Institutional Advancement.
For more information, see the *Action Plan Details* section of this report.

**Reporting**
We provide various reports which reflect the fundraising and friend raising activities of our campus community. An additional report that we will be implementing are the Deans Reports. The Deans will be receiving weekly reports of donations given the prior week. This will keep the communication lines open with the colleges.
For more information, see the *Action Plan Details* section of this report.
Communication to the Campus Community
Advancement Services needs to reconnect to the Campus Community our objectives of processing all donations to the university through Institutional Advancement. For more information, see the Action Plan Details section of this report.

O 2: Keep constituents informed.
Keep internal and external constituents informed regarding donations made to the University.

Associations:

Institutional Priorities:

1.2 Establishing a culture of professionalism and responsibility
1.6 Promoting efficient and effective use of time, resources and technology
1.9 Involving the university community and other publics in the TAMU-CC mission and vision

Strategic Plans:

Texas A&M-Corpus Christi
1.1 Excellence
2.2 Engagement
4.4 Effectiveness

Related Measures:

M 2: Provide accounting of donations received.
Various reporting methods both internally and externally provide detailed and/or summarized accounting of donations received.

Source of Evidence: Doc. Analysis

Achievement Target:
Annual reports provided to all constituents, monthly reports provided to internal constituents, and various reports provided as requested by internal and external constituents.

Findings (2006-2007) - Achievement Target Met
Advancement Services has put in place a method of providing reports in a timely manner to all constituents on a weekly, monthly, bi-monthly, and yearly basis. Also, various reports requested by internal and external constituents

Related Action Plans:

Reporting
We provide various reports which reflect the fundraising and friend raising activities of our campus community. An additional report that we will be implementing are the Deans Reports. The Deans will be receiving weekly reports of donations given the prior week. This will keep the communication lines open with the colleges. For more information, see the Action Plan Details section of this report.

Communication to the Campus Community
Advancement Services needs to reconnect to the Campus Community our objectives of processing all donations to the university through Institutional Advancement. For more information, see the Action Plan Details section of this report.

Reporting
We provide various reports which reflect the fundraising and friend
raising activities of our campus community. An additional report that we will be implementing are the Deans Reports. The Deans will be receiving weekly reports of donations given the prior week. This will keep the communication lines open with the colleges. For more information, see the Action Plan Details section of this report.

**Communication to the Campus Community**

Advancement Services needs to reconnect to the Campus Community our objectives of processing all donations to the university through Institutional Advancement. For more information, see the Action Plan Details section of this report.

**O 3: Maintain accurate and complete records.**
Maintain accurate and complete records on all university alumni and friends.

**Associations:**

**institutional Priorities:**
1.2 Establishing a culture of professionalism and responsibility
1.9 Involving the university community and other publics in the TAMU-CC mission and vision

**Strategic Plans:**

*Texas A&M-Corpus Christi*
1.1 Excellence
4.4 Effectiveness

**Related Measures:**

**M 3: Maintain contact and biographical information.**
Maintain high statistics of correct contact information and biographical information on constituents.

Source of Evidence: Efficiency

**Achievement Target:**
Maintain a 5% or less return rate on mailings; maintain high percentage of working phone numbers and email addresses.

**Findings (2006-2007) - Achievement Target Partially Met**
Advancement Services continues to maintain a 5% or less return rate on mailing and high percentage of working phone numbers and email addresses. Although, fiscal year 2008, is the year to research for incomplete records in the Raiser’s Edge database to continue with our target performance.

**Related Action Plans:**

**Records Research**
Advancement Services will be sending a batch of incomplete records to a vendor to research for new phone numbers, mailing addresses, and email addresses. For more information, see the Action Plan Details section of this report.

**Records Research**
Advancement Services will be sending a batch of incomplete records to a vendor to research for new phone numbers, mailing addresses, and email addresses. For more information, see the Action Plan Details section of this report.

**O 4: Provide computer and network support for IA.**
Provide computer and network support related to Raiser’s Edge for Institutional Advancement.

**Associations:**

**Institutional Priorities:**
- 1.2 Establishing a culture of professionalism and responsibility
- 1.6 Promoting efficient and effective use of time, resources and technology

**Strategic Plans:**

*Texas A&M-Corpus Christi*
- 1.1 Excellence
- 4.4 Effectiveness

**Related Measures:**

**M 4: Provide support and maintenance of RE.**
Provide troubleshooting support, upgrades, server maintenance, and various other services related to Raiser’s Edge in order to keep Advancement Services up and running.

Source of Evidence: Efficiency

**Achievement Target:**
Minimal down time on all machines and connections.

**Findings (2006-2007) - Achievement Target Partially Met**
Advancement Services continues to further the maintenance of RE; an upgrade has already been downloaded to our server.

**Related Action Plans:**

**Raiser’s Edge Maintenance**
Maintain the maintenance of the Raiser’s Edge software to keep Advancement Services running. Continue to upgrade the software with any patches that become available through Blackbaud. Also, maintain the data integrity of the software.

For more information, see the *Action Plan Details* section of this report.

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**Details for Action Plans Established This Cycle**

**Communication to the Campus Community**
Advancement Services needs to reconnect to the Campus Community our objectives of processing all donations to the university through Institutional Advancement.

**Priority:** High

**Responsible Person/Group:** Advancement Services and Development

**Additional Resources Needed:** Joint effort with Development Officers

**Reporting**
We provide various reports which reflect the fundraising and friend raising activities of our campus community. An additional report that we will be implementing are the Deans Reports. The Deans will be receiving weekly reports of donations given the prior week. This will keep the communication lines open with the colleges.

**Priority:** High

**Responsible Person/Group:** Advancement Services

**Additional Resources Needed:** Joint effort with Development Officers
**Records Research**
Advancement Services will be sending a batch of incomplete records to a vendor to research for new phone numbers, mailing addresses, and email addresses.

- **Priority:** High
- **Responsible Person/Group:** Advancement Services
- **Additional Resources Needed:** Research Vendor

**Raiser’s Edge Maintenance**
Maintain the maintenance of the Raiser’s Edge software to keep Advancement Services running. Continue to upgrade the software with any patches that become available through Blackbaud. Also, maintain the data integrity of the software.

- **Priority:** Medium
- **Responsible Person/Group:** Advancement Services
- **Additional Resources Needed:** Blackbaud, Raiser’s Edge

**Analysis Answers**

What specifically did your assessments show regarding proven strengths or progress you made on outcomes/objectives?
With the weekly reports of donations to the Deans, it’s helping us maintain the 48 hour turn around of processing donations to the University. Also, with the joint effort of the Comptroller’s office we are being notified of more donations that are not being processed through Advancement Services. The communication is improving the accuracy of our reports to internal and external constituents.

What specifically did your assessments show regarding any outcomes/objectives that will require continued attention?
Although, Advancement Services is maintaining a 5% return on all mailings, there still needs to be further research on incomplete records in the Raiser’s Edge database. The lines of communication with the campus community will still require further attention to make sure all donations are being routed through Advancement Services.

**Detailed Assessment Report for 2006-2007 Alumni Relations**

**Mission/Purpose**
The Texas A&M University-Corpus Christi Alumni Association exists to strengthen and promote the interests and welfare of A&M-Corpus Christi through lifelong commitment and support by its alumni and friends. Through a variety of actions, events, services and communication, the Association promotes positive interaction between University and Alumni. Alumni Relations helps the Association plan, promote and coordinate their activities, including the annual Homecoming celebration.

**Outcomes/Objectives, with Any Associations and Related Measures, Achievement Targets, Findings, and Action Plans**

**O 1: Communicate**
Communicate. Provide Database Management complete record information to increase our number of complete alumni records by 10%
**Associations:**

**Institutional Priorities:**

1.6 Promoting efficient and effective use of time, resources and technology
1.9 Involving the university community and other publics in the TAMU-CC mission and vision

**Strategic Plans:**

*Texas A&M-Corpus Christi*

1.1 Excellence
3.3 Expansion
4.4 Effectiveness

**Related Measures:**

**M 1: Run a query annually.**
Run a query annually to ascertain the growth of complete records and compare to previous year. Run a query annually to ascertain the involvement rate of alumni and compare to previous year.

Source of Evidence: Benchmarking

**Achievement Target:**
Increase complete records by 10% annually. Complete involvement rating system.

**Findings (2006-2007) - Achievement Target Met**
1. Communicate. Met goal of 10% increase in complete records. Began implementation by designing rating system.

**Related Action Plans:**

*Capture alumni information on every opportunity*
Agressively seek to find out alumni contact information with each opportunity. Write down and report it every time.
For more information, see the *Action Plan Details* section of this report.

**O 2: Touch. Increase regional participation by 30%.**
Touch. Increase regional participation by 30%

**Associations:**

**Institutional Priorities:**

1.9 Involving the university community and other publics in the TAMU-CC mission and vision

**Strategic Plans:**

*Texas A&M-Corpus Christi*

1.1 Excellence
3.3 Expansion

**Related Measures:**

**M 2: Create and review reports and programs.**
Keep numbers on alumni registered and participating at each event held during the year and compare annually. Review annual report of contact reports submitted. Review new program reports to ensure that one was developed per chapter. Review reports of number of University guests visits to chapters to insure that one was made per chapter. Review programs established to create connections with students at the chapter level to insure that one was
implemented per chapter.

Source of Evidence: Activity Volume

**Achievement Target:**
Regional participation will increase by 30%. Provide contact reports documenting 50 individual alumni contacts per month. Establish new chapter mentoring program. Create one event featuring University guest per chapter. Create connections with students.

**Findings (2006-2007) - Achievement Target Met**
2. Touch. Exceeded goal of 30% with an increase of 60% in regional participation. Provided 30 contact reports per month vs. 50. Met goal by establishing chapter mentoring program with calls and visits to six chapters. Met goal by featuring one University guest per chapter at three chapters. Met goal by developing student leadership at two chapters. Met goal by featuring one University guest per chapter at six chapters.

**Related Action Plans:**

**Get inspirational people involved as leaders**
Seek out inspiring and motivated individuals to get involved in leadership roles. Support them financially and
For more information, see the *Action Plan Details* section of this report.

**O 3: Acquire. Increase active alumni volunteers by 20%.*
Acquire. Increase active alumni volunteers by 20%. Increase number of chapters by 100%. Increase alumni Class attendance at Homecoming Reunion by 20%.

**Associations:**

**Institutional Priorities:**
1.9 Involving the university community and other publics in the TAMU-CC mission and vision

**Strategic Plans:**

*Texas A&M-Corpus Christi*
1.1 Excellence
3.3 Expansion

**Related Measures:**

**M 3: Review reports and petitions.**
Review reports made on alumni participation as volunteers at all events held during the year and compare to previous year. Review number of petitions submitted by new clubs. Review number of Reunion attendees and compare to previous year.

Source of Evidence: Activity Volume

**Achievement Target:**
Increase active alumni participation by 20%. Increase number of chapters by 50%. Increase alumni Class attendance at Alumni Reunions by 20%.

**Findings (2006-2007) - Achievement Target Met**
3. Acquire. Exceeded goal of 20% with an increase of 126% in alumni participation. Met goal of 100% increase in number of chapters by starting four chapters. Met goal of 20% increase in alumni class attendance at HC reunion.

**Related Action Plans:**

**Get alumni club members to recruit volunteers**
Alumni Club members will recruit volunteers for club activities to tie in friends and associates thereby increasing affinity groups for the association.
For more information, see the Action Plan Details section of this report.

O 4: Cultivate / Cross Sell.
Cultivate / Cross Sell. Increase affinity program revenue earnings by 5% annually.

Associations:

Institutional Priorities:
1.9 Involving the university community and other publics in the TAMU-CC mission and vision

Strategic Plans:

Texas A&M-Corpus Christi
1.1 Excellence
3.3 Expansion

Related Measures:

M 4: Review affinity earnings report.
Review affinity earnings report and compare to previous year.
Source of Evidence: Activity Volume

Achievement Target:
Increase affinity program revenue earnings by 5% annually.

Findings (2006-2007) - Achievement Target Met
4. Cultivate/Cross Sell. Exceeded goal of 5% with an increase in affinity program revenue from 36% to 88%.

Related Action Plans:

Actively seek best new affinity programs
Identify and implement new affinity programs that bring in revenue without being laborious.
For more information, see the Action Plan Details section of this report.

O 5: Leadership.
Leadership. Increase alumni campus wide leadership by 10%. Create and deliver 2 board leadership development opportunities.

Associations:

Institutional Priorities:
1.9 Involving the university community and other publics in the TAMU-CC mission and vision

Strategic Plans:

Texas A&M-Corpus Christi
1.1 Excellence
3.3 Expansion

Related Measures:

M 5: Review report on alumni holding leadership roles.
Review report on number of alumni holding leadership positions and compare to previous year. Review board leadership development programs to insure that two were held during the year.
Achievement Target:
Increase alumni chapter leadership by 10%. Create and deliver 2 board leadership development opportunities.

Findings (2006-2007) - Achievement Target Met
5. Leadership. Exceeded goal of 10% with an increase of 100% in alumni campus leadership. Met goal of delivering two board leadership development opportunities.

Related Action Plans:
Seek out great leaders
Seek out the greatest leaders willing to lead by example and are people magnets
For more information, see the Action Plan Details section of this report.

Details for Action Plans Established This Cycle

Capture alumni information on every opportunity
Aggressively seek to find out alumni contact information with each opportunity. Write down and report it every time.

Priority: High
Responsible Person/Group: Evon English

Get inspirational people involved as leaders
Seek out inspiring and motivated individuals to get involved in leadership roles. Support them financially and

Priority: High
Responsible Person/Group: Evon English

Get alumni club members to recruit volunteers
Alumni Club members will recruit volunteers for club activities to tie in friends and associates thereby increasing affinity groups for the association.

Priority: Medium
Responsible Person/Group: Club Presidents

Actively seek best new affinity programs
Identify and implement new affinity programs that bring in revenue without being laborious.

Priority: Medium
Responsible Person/Group: Evon English

Seek out great leaders
Seek out the greatest leaders willing to lead by example and are people magnets

Priority: High
Responsible Person/Group: Evon English

Analysis Answers

What specifically did your assessments show regarding proven strengths or progress you made on outcomes/objectives?
I made progress on acquiring new contact information, involvement of new club members and increase in participation in affinity programs.

**What specifically did your assessments show regarding any outcomes/objectives that will require continued attention?**

I need to make more progress in the growth in involvement of alumni both locally and in all areas where clubs are started.

**Annual Reports**

**Executive Summary**
The alumni program saw growth in numbers of alumni keeping their contact information current. There was also growth in their participation in clubs, events and the affinity programs.

**Contributions to the Institution**
The alumni relations program brought more engagement of the University's graduates at the campus and sponsored events. These alums are growing a greater affinity for the University and will in turn start supporting the University in diverse ways.

**Highlights**
The alumni programing brought in more money through its affinity programs and is on a continuous climb. There are several groups interested in starting affinity clubs. This will mean more alumni engagement in the future.

**Teaching Activities**
n/a

**Research and Scholarly Activities**
n/a

**Public/Community Service**
The alumni programing gets alumni involved in community service with the Buc Days Commission. We are involved in the parade and barbeque cook-off raising money for scholarships. We also take part in the Corpus Christi Chamber of Commerce’s Buy the Bay Business exposition bringing more awareness of the University programs to the community.

**International Activities**
n/a

**Anticipated Challenges**
We are constantly challenged to bring aboard greater leaders who will inspire their club members to get engaged for life. We will continue to develop alumni programming that is fresh and effective.

**Detailed Assessment Report for 2006-2007 Development**

**Mission/Purpose**
The Assistant Vice President for Development supports the mission of the University by creating and implementing fundraising initiatives designed to build current and future funding through the solicitation of major gifts, planned gifts, and the expansion of annual giving programs. The AVP for Development is responsible for 1.) creating
and providing quality gift planning services to University donors and professional
advisors and 2.) providing leadership and supervision for the departments of
Development, Foundation and Donor Relations, and Alumni Relations.

Outcomes/Objectives, with Any Associations and Related Measures,
Achievement Targets, Findings, and Action Plans

O 1: Promote the planned giving program to advisors.
To communicate the existence of the planned giving program at Texas A&M
University-Corpus Christi to professional advisors, so that they will be aware of the
planned giving opportunities to the University when advising their clients.

Associations:
Institutional Priorities:
1. Recruiting, retaining, and supporting a diverse, highly qualified student
   body, faculty and staff
2. Establishing a culture of professionalism and responsibility
3. Involving the university community and other publics in the TAMU-CC
   mission and vision

Strategic Plans:

Texas A&M-Corpus Christi
1.1 Excellence
3.3 Expansion
4.4 Effectiveness

Related Measures:

M 1: Communicate opportunities for advisors
Monitor the number of completed CEU opportunities offered in the year Online
marketing report

Source of Evidence: Activity Volume

Achievement Target:
Provide 4 CLE and CEU seminar opportunities for attorneys, CPAs. Trust
officers, life insurance professionals and other professional advisors. Weekly
GiftLaw online planned giving newsletters provided to professional advisors.

Findings (2006-2007) - Achievement Target
Co-hosted with Wells Fargo Private Client Services two annual CLE
seminars involving Estate Planning topics. Co-sponsored the CC Estate
Planning Council’s annual CLE conference. The target was not met due to
AVP determination to resign position in spring `06 with subsequent
resignation.

O 2: Communicate and educate alumni and donors.
To communicate and educate alumni and University donors of the many tax-
advantaged benefits of creating a planned gift.

Associations:
Institutional Priorities:
1. Involving the university community and other publics in the TAMU-CC
   mission and vision

Strategic Plans:
Texas A&M-Corpus Christi

1.1 Excellence
2.2 Engagement
4.4 Effectiveness

Related Measures:

**M 2: Completed Action Reports**
Completed Action Reports
Source of Evidence: Activity Volume

**Achievement Target:**
Provide planned giving newsletters semi-annually to targeted constituents age 55 years and older. Semi-annual advertising in alumni publications.

**Findings (2006-2007) - Achievement Target**
Current AVP has personally seen 1 newsletter and 1 advertisement in alumni publication. Target was not met due to resignation decision in spring ’06 by prior AVP.

**O 3: Develop and cultivate relationships.**
Develop and cultivate relationships with professional advisors and professional organizations

**Associations:**

**Institutional Priorities:**
1.9 Involving the university community and other publics in the TAMU-CC mission and vision

**Strategic Plans:**

Texas A&M-Corpus Christi

1.1 Excellence
2.2 Engagement
3.3 Expansion

Related Measures:

**M 3: Completed Action Reports**
Completed Action Reports
Source of Evidence: Activity Volume

**Achievement Target:**
Participate actively with estate planning Serve as President for South Texas Planned Giving Council Participate actively with Corpus Christi Estate Planning Council

**Findings (2006-2007) - Achievement Target**
Target not met as prior AVP determined in spring ’06 to resign her position. Target abandoned.

**O 4: Identify and cultivate major gift projects.**
To identify and cultivate major gift prospects for the University

**Associations:**

**Institutional Priorities:**
1.2 Establishing a culture of professionalism and responsibility
1.9 Involving the university community and other publics in the TAMU-CC
mission and vision

**Strategic Plans:**

*Texas A&M-Corpus Christi*

1.1 Excellence  
2.2 Engagement  
3.3 Expansion

**Related Measures:**

**M 4:** Contact reports and monitor number of proposals.  
Contact reports. Monitor number of major gift proposals.

Source of Evidence: Benchmarking

**Achievement Target:**
Identify and cultivate major gift prospects through individual contacts. Produce and present a minimum of 8 major/planned gift proposals.

**Findings (2006-2007) - Achievement Target**
Target not met as prior AVP determined in spring ’06 to resign the position. Target abandoned.

**O 5:** To implement planned giving emarketing program.  
To implement planned giving emarketing program.

**Associations:**

**Institutional Priorities:**

1.9 Involving the university community and other publics in the TAMU-CC mission and vision

**Strategic Plans:**

*Texas A&M-Corpus Christi*

1.1 Excellence  
3.3 Expansion

**Related Measures:**

**M 5:** Monitor Completion and launch of website.  
Monitor Completion and launch of website.

Source of Evidence: Benchmarking

**Achievement Target:**
Launch interactive planned giving website with donor newsletter.

**Findings (2006-2007) - Achievement Target**
Prior AVP determined in spring ’06 to resign her position. Target abandoned.

**O 6:** Increase annual fund giving by 10 per cent.  
To provide supervision of the Director of Development to increase annual fund giving by 10%.

**Associations:**

**Institutional Priorities:**

1.9 Involving the university community and other publics in the TAMU-CC mission and vision
Strategic Plans:

Texas A&M-Corpus Christi
1.1 Excellence
3.3 Expansion

Related Measures:

M 6: Dollars raised and cost per dollar raised
Dollars raised and cost per dollar raised
Source of Evidence: Benchmarking

Achievement Target:
Working with Director of Development and development team we will meet/exceed stated goals by following goals and timelines.

Findings (2006-2007) - Achievement Target
Target not met as prior AVP determined in spring `06 to resign her position. Target abandoned.

O 7: Supervise the Director of Foundation and Donor Rel
To provide supervision of the Director of Foundation and Donor Relations

Associations:

Institutional Priorities:
1.9 Involving the university community and other publics in the TAMU-CC mission and vision

Strategic Plans:

Texas A&M-Corpus Christi
1.1 Excellence
3.3 Expansion

Related Measures:

M 7: Grants submitted and scholarship funding received.
Grants submitted and scholarship funding received.
Source of Evidence: Activity Volume

Achievement Target:
Working with the Director of Foundation and Donor Relations we will meet stated goals and achieve an increase in scholarship funding of 250,000.00

Findings (2006-2007) - Achievement Target
Target not met as prior AVP determined in spring `06 to resign her position. Target abandoned.

O 8: Increase alumni engagement.
To provide supervision of Director of Alumni Relations to increase alumni engagement

Associations:

Institutional Priorities:
1.9 Involving the university community and other publics in the TAMU-CC mission and vision

Strategic Plans:

Texas A&M-Corpus Christi
1.1 Excellence
3.3 Expansion

Related Measures:

M 8: Monitor alumni contact and engagement reports
Monitor alumni contact and engagement reports
Source of Evidence: Other Admin

Achievement Target:
Working with the Director of Alumni Relations we will meet all stated goals and increase alumni engagement by 30%

Findings (2006-2007) - Achievement Target
Target not met as prior AVP determined in spring ’06 to resign her position. Target abandoned.

Details for Action Plans Established This Cycle

New AVP will assess outcomes and objectives.
New AVP will assess all outcomes and objectives.
Priority: Low

New AVP will assess outcomes and objectives.
New AVP will assess all outcomes and objectives.
Priority: Low

New AVP will assess outcomes and objectives.
New AVP will assess all outcomes and objectives.
Priority: Low

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New AVP will assess all outcomes and objectives.
Priority: Low

New AVP will assess outcomes and objectives.
New AVP will assess all outcomes and objectives.
Priority: Low

New AVP will assess outcomes and objectives.
New AVP will assess all outcomes and objectives.
Priority: Low

Analysis Answers
What specifically did your assessments show regarding proven strengths or progress you made on outcomes/objectives?
Due to personnel change -- prior AVPD determined in spring 2006 to resign her position and current AVPD not hired October 2007 this information is not available.

What specifically did your assessments show regarding any outcomes/objectives that will require continued attention?
Due to personnel change -- prior AVPD determined in spring 2006 to resign her position and current AVPD not hired until October 2007 this information is not available.

Annual Reports

Executive Summary

Contributions to the Institution
See executive summary above.

Highlights
See executive summary above.

Teaching Activities
Not applicable.

Research and Scholarly Activities
Not applicable.

Public/Community Service
Not applicable.

International Activities
Not applicable

Anticipated Challenges
Reorganization and re-focus of area is being undertaken currently to make efforts more efficient and effective.

Detailed Assessment Report for 2006-2007 Marketing and Communications

Mission/Purpose
The Office of Marketing & Communications supports the marketing and promotion of people, programs, activities and events at A&M-Corpus Christi for student recruitment, business and community engagement, public enlightenment, brand management and brand visibility.

Outcomes/Objectives, with Any Associations and Related Measures, Achievement Targets, Findings, and Action Plans

O 1: Increased outreach and visibility.
Undertake a university-wide communications audit to examine and determine the
materials used and methods implemented for external and internal communications and implement new marketing materials that support increased outreach and visibility.

**Associations:**

**Institutional Priorities:**

1.2 Establishing a culture of professionalism and responsibility
1.9 Involving the university community and other publics in the TAMU-CC mission and vision

**Strategic Plans:**

*Texas A&M-Corpus Christi*

1.1 Excellence
2.2 Engagement
3.3 Expansion

**Related Measures:**

**M 1: Development, analysis and creation.**

Development of survey instruments; analysis of external and internal communications processes in existence within university units; creation of new marketing materials/methods.

Source of Evidence: Benchmarking

**Achievement Target:**

New communications materials, methods and structures that align with needs analysis; increased student admissions, enrollments through enhanced prospect marketing methods and materials; added engagements with businesses and community that support brand visibility.

**Findings (2006-2007) - Achievement Target Met**

New products and services aligned for niche markets. Focus groups undertaken to gain input from parents, recruiters, students and others. Phaseout of old themes. Generated thematic materials, web recruitment engines, and high school counselor support materials providing increases in leads and live contacts.

**Related Action Plans:**

**Metro market promotions.**

Emphasis in advertising placement and direct mail to Dallas, Houston, San Antonio and Austin markets. Work within defined ISDs that have greatest potential to solicit enrollment prospects. Create marketing products that are competitive with other institutions to draw interest to the university.

For more information, see the *Action Plan Details* section of this report.

**O 2: Enhance Website.**

Regenerate the current campus main Website through implementation of new navigation architecture, content managed template development, and language and visual enhancements.

**Associations:**

**Institutional Priorities:**

1.9 Involving the university community and other publics in the TAMU-CC mission and vision

**Strategic Plans:**
**Texas A&M-Corpus Christi**

1.1 Excellence
4.4 Effectiveness

**Related Measures:**

**M 2: Website regeneration.**
Outlined process for timely implementation of Website regeneration; creation of first and second level Web pages; migration of existing Web content into templated format.

Source of Evidence: Benchmarking

**Achievement Target:**
Regeneration of first and second level Web pages for the campus main Website; migration of existing administrative office Web pages into new format.

**Findings (2006-2007) - Achievement Target Met**
Navigational architecture outlined for best practices at the university. Marketing firm hired. Focus groups provided emphases in Web direction. Project completion scheduled for spring 2008.

**Related Action Plans:**

**Web implementation.**
Complete Website development and undertake migration of core pages. Educate other Web providers within the university to undertake migration using template on content management software. For more information, see the Action Plan Details section of this report.

**O 3: Expand media outreach into national markets.**
Expand media outreach into national markets through implementation of op-editorials, news placement in national media publications and news placement in national media electronic outlets.

**Associations:**

**Institutional Priorities:**

1.2 Establishing a culture of professionalism and responsibility
1.6 Promoting efficient and effective use of time, resources and technology
1.9 Involving the university community and other publics in the TAMU-CC mission and vision

**Strategic Plans:**

**Texas A&M-Corpus Christi**

1.1 Excellence
2.2 Engagement
3.3 Expansion

**Related Measures:**

**M 3: Assessment and solicitation of media outlets.**
Assessment of national media potential of faculty research and strengths; solicitation of selected national media outlets for news placement.

Source of Evidence: Benchmarking

**Achievement Target:**
Placements in Dallas-, San Antonio- and Houston-based news media outlets; placements in niche market national publications; placements in broad-based
audience national print and broadcast media outlets.

**Findings (2006-2007) - Achievement Target Met**
Primary focus on Coastal Bend push to media; statewide and national are derivatives. Success factors of placements within objective sites.

**Related Action Plans:**

**Expert analysis and media solicitation.**
Obtain an overview of faculty expertise involving popular research and national trends which can serve to solicit placement in popular national media markets.
For more information, see the Action Plan Details section of this report.

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### Details for Action Plans Established This Cycle

**Metro market promotions.**
Emphasis in advertising placement and direct mail to Dallas, Houston, San Antonio and Austin markets. Work within defined ISDs that have greatest potential to solicit enrollment prospects. Create marketing products that are competitive with other institutions to draw interest to the university.

**Priority:** High
**Responsible Person/Group:** Marshall Collins and MarCom operation

**Web implementation.**
Complete Website development and undertake migration of core pages. Educate other Web providers within the university to undertake migration using template on content management software.

**Priority:** High
**Responsible Person/Group:** Marshall Collins, MarCom operation

**Additional Resources Needed:** IT personnel; individual Web designers serving multiple units within the university.

**Expert analysis and media solicitation.**
Obtain an overview of faculty expertise involving popular research and national trends which can serve to solicit placement in popular national media markets.

**Priority:** High
**Responsible Person/Group:** Marshall Collins, MarCom operation

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### Analysis Answers

**What specifically did your assessments show regarding proven strengths or progress you made on outcomes/objectives?**
University focus emphasizes importance of enlightening the South Texas region on the strengths of the institution. University at the cusp of national media attention, but labor must be majorically utilized for Coastal Bend region, with secondary emphasis statewide and nationwide. Attracting students from Texas metro regions is mandatory for growth of the university, and this will be done through specific marketing to ISDs within these markets. Work undertaken provided substantial up-ticks in numbers of student prospects and leads.

**What specifically did your assessments show regarding any outcomes/objectives that will require continued attention?**
Increased need for marketing emphasis in Texas metro populations. Need to focus on
university experts who have specific talents of national interest.

**Annual Reports**

**Executive Summary**
The Office of Marketing & Communications supports the generation of interest in and understanding of the university through media intervention, enrollment marketing, public enlightenment and issues management. Focus groups and anecdotal feedback have shaped the current emphasis on the academic strengths of the university, the robust student lifestyle, and the interplay of the university with the well-being of the greater community. MarCom serves these emphases through various media forms and has brought about multiple changes in directions and outreach undertaken by several campus units.

**Contributions to the Institution**
Increased student headcount and class hour attainment; regional media attention; community partnership development; and better public understanding of issues affecting the campus are brought about by the work of the MarCom operation.