Texas A&M University-Corpus Christi
Administrative Unit Assessment Report: FY 2005
Unit: Foundation and Donor Relations - Institutional Advancement
Administrator: Heather Guerrero
Report Date: 1-6-06

University Mission: Texas A&M University-Corpus Christi is devoted to discovering, communicating, and applying knowledge in a complex and changing world. The university identifies, attracts, and graduates students of high potential, especially those from groups who have been historically under-represented in Texas higher education. Through a commitment to excellence in teaching, research, and service, Texas A&M University-Corpus Christi prepares students for lifelong learning and for responsible participation in the global community.

Unit Mission: 1.) The Foundation and Donor Relations unit is committed to advancing stewardship, building stronger relationships with donors and enhancing communication between donors and the University. 2.) The FDR unit is responsible for advancing scholarship opportunities and academic program support through donor cultivation and submission of foundation grant proposals.

Relevant Sections of University Goals, Principles, and Planning Imperatives:
P9. Involving the university community, alumni, civic and government leaders, and other friends of the university in the Texas A&M University-Corpus Christi vision and mission.
M12. Establish a Culture of Assessment, Investment, and Stewardship

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<td>1. Build stronger relationships between donors and student scholarship recipients.</td>
<td>1. a. Provide students with donor biographical information. b. Provide donors with thank you letters, photos and progress updates. c. Bring students and donors together for annual luncheons (where appropriate).</td>
<td>1.a. Updating endowment agreements with biographical information will be an ongoing b. 75% of awarded scholarship recipients should complete thank you letters and include photo. c. There were seven planned scholarship luncheons. (Specific donors with multiple scholarship recipients.)</td>
<td>1.a. All new agreements include biographical information as approved by the donor. b. 90% completion rate. There were some students that never responded to our repeated c. Six of the seven were completed. One donor was unavailable to schedule luncheon.</td>
<td>1. a. Try to collect more information on existing donor endowments. b. Improvement may not be possible because all available resources were used to contact the c. Luncheons will be planned during off-peak times for students and spread out during the Spring semester.</td>
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<td>2. Refine endowment reporting process.</td>
<td>2. Provide donors with annual endowment reports.</td>
<td>2. Collect all information on student recipients, date of original gift, gift history and scholarship award history.</td>
<td>2. Data was collected to the best of our records. Final report format was approved and planned for distribution in Fall '05.</td>
<td>2. Endowment reports will be mailed in Fall 2005 and include a survey for feedback.</td>
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| 3. Increase foundation support by researching new funding opportunities and submitting to annual grant cycles. | 3.a. Submit grant proposals to three new foundations.  
3.b. Submit three grant proposals for capital/physical projects or programmatic funding.  
3.c. Research foundation prospects for new submissions. | 3.a. Grant proposals would have a 50% success rate.  
3.b. Grant proposals would have a 50% success rate.  
3.c. Grant proposals would have a 50% success rate. | 3.a. Four proposals were submitted to new and lapsed foundations with three of the four awarded, resulting in 75% success rate.  
3.b. Two proposals were submitted for programmatic funding and one proposal submitted for new building equipment. All three were awarded, resulting in 100% success rate.  
3. b. Continue to identify the interests of private foundations and match to University programs.  
3. c. Develop a new online survey to solicit more response. |
| 4. Increase annual scholarship support by $60K. | 4. Submit 10 to 12 grant proposals/endowment agreements for annual scholarship support.  
4.b. Submit three grant proposals for capital/physical projects or programmatic funding. | 4. 90% increase from FY ’05 goal of $270,000.  
4.b. Grant proposals would have a 50% success rate. | 4. Five new grant proposals were awarded; 139% increase of goal.  
4.b. Two proposals were submitted for programmatic funding and one proposal submitted for new building equipment. All three were awarded, resulting in 100% success rate. | 4. Develop a grant proposal template for scholarship support and submit greater number of proposals.  
4. b. Continue to adhere to deadlines for report submissions.  
4. c. Periodic account reconciliation will be scheduled with business coordinator where budgets will be reviewed for each event. |
| 5. Submit annual grant status reports to foundations. | 5. Prepare and submit grant reports by foundation deadlines.  
5.a. Solicit feedback from donors who attend University events.  
5.b. Create budgets for each event and keep expenses within budget.  
5.c. Install and dedicate new donor recognition walls. | 5. 100% completion rate.  
5.a. Prepare a survey for each major University event.  
5.b. Pre- and Post-event budgets would be completed for each event; average of 40 per year.  
5.c. Two new recognition walls would be designed and planned for installation in 2005. | 5. 100% completion rate.  
5.a. Two surveys have been presented to donors and limited feedback was retrieved.  
5.b. Volume of events and time constraints has contributed to limited planning.  
5.c. Vendors were contracted and walls designed. | 5. Continue to adhere to deadlines for report submissions.  
5. a. Develop a new online survey to solicit more response.  
5. b. Periodic account reconciliation will be scheduled with business coordinator where budgets will be reviewed for each event.  
5. c. Installation has been delayed, but will be installed in 2006. |
Texas A&M University-Corpus Christi

Current Year Plan

Administrative Unit:

Use the space below to list and briefly describe plans or projects related to program objectives that are in progress this Academic Year

1. Develop a funding priorities list and identify foundation prospects for each one of these funding priorities.

2. Prepare 10-12 grant proposals for multi-year scholarship funding commitments and increase annual scholarship support to $400K (10% increase of amount raised in FY '05).

3. University and Foundation endowment reports will be completed and provided to donors by Fall 2005. This will be the first time the University provides these reports.

4. Assist with strategic planning for Capital Campaign as it pertains to Momentum 2015.

5. Increase number of donor events to familiarize new president to University constituents (42 events completed in FY '05).

Use the space below to describe plans or projects that are planned for budget requests next Fiscal Year

1. Request funding sufficient for additional staff resources to assist in the events planning area (42 events completed in FY '05).

2. Request funding sufficient to produce marketing materials for the scholarship program area.

3. Request funding sufficient to contract with grant writers to support goals of capital campaign.
University Vision, Mission, Goals, Principles and Planning Imperatives

**Vision**
Texas A&M University-Corpus Christi is committed to becoming one of the leading centers of higher education in the Gulf of Mexico region while serving the intellectual, cultural, social, environmental, and economic needs of South Texas. As a result, Texas A&M University-Corpus Christi will invigorate and strengthen the region and state through its educational programs, research initiatives, and

**Mission**
Texas A&M University-Corpus Christi is devoted to discovering, communicating, and applying knowledge in a complex and changing world. The university identifies, attracts, and graduates students of high potential, especially those from groups who have been historically under-represented in Texas higher education. Through a commitment to excellence in teaching, research, and service, Texas A&M University-Corpus Christi prepares students for lifelong learning and for responsible participation in the global

**University Goals**
By 2010, Texas A&M University-Corpus Christi will establish:

G1. A student body, or more than 10,000 students, which is representative of the demographics of the State of Texas and a corresponding increase of faculty and staff to support the students.
G2. A faculty dedicated to the continuous improvement of teaching, learning, scholarly research, and creative activity.
G3. A statewide reputation for an exemplary undergraduate education, anchored by an integrated core curriculum and learning
G4. Recognized master's degree programs that enable students to be leaders in their fields and/or to continue their education at the
G5. Strong doctoral programs which include degrees in a discipline related to the Harte Research Institute for Gulf of Mexico Studies, education, computer science and clinical psychology, bringing the institution to the doctoral intensive institution
G6. An enhanced research mission and growing international reputation for research focusing on the Gulf of Mexico, early childhood, geographic information systems, and reading education.
G7. Collaborations with independent school districts, social agencies, public broadcasting, businesses, community colleges, medical schools, and other entities to provide access to lifelong learning and technological resources so that Texas A&M University-Corpus Christi is considered to be a leader in establishing successful partnerships, particularly to benefit the community.
G8. An intellectual and cultural climate that inspires South Texans through the South Texas Institute for the Arts, Performing Arts
G9. Programs for students, faculty, and staff to develop leadership, collegiality, and university involvement.
G10. Access to the array of information resources and technology infrastructure necessary to support university programs, services

**Institutional Principles:**
Texas A&M University-Corpus Christi is committed to the realization of its vision, the accomplishment of its mission, and the

P1. Recruiting, retaining, and supporting a diverse, highly qualified student body, faculty and staff.
P2. Establishing a culture of professionalism and responsibility.
P3. Fostering free and open intellectual inquiry, accomplishment and expression.
P4. Ensuring respectful, fair, and equitable treatment of all individuals.
P5. Fostering an open, shared and participatory decision making process.
P6. Promoting efficient and effective use of time, resources and technology.
P7. Providing an active campus life that extends teaching and learning beyond the classroom.
P8. Providing a safe and secure campus environment for students, faculty and staff.
P9. Involving the university community, alumni, civic and government leaders, and other friends of the university in the Texas A&M University-Corpus Christi vision and mission.

"Momentum 2015" Strategic Plan Imperatives:

**Excellence**
M1. Build and Sustain Academic Excellence and Competitive Programs
M2. Enhance a Culture of Discovery and Innovation
M3. Instill Global Perspectives into the Academic Life of the University
M4. Establish Targeted Areas of State, Regional and National Recognition and Distinction
M5. Achieve Doctoral Comprehensive Status and Aspire to Emerging Research Designation

**Engagement**
M6. Recruit, Retain and Graduate a Diverse and Highly Qualified Student Body
M7. Recruit, Mentor and Retain a Diverse, Highly Qualified Faculty and Staff
M8. Design and Cultivate Initiatives to Increase Lifelong Alumni Involvement
M9. Live, Learn and Work Together to Promote a Vibrant Coastal Bend Community

**Expansion**
M10. Extend the Reach of the Island University
M11. Preserve and Foster an Inviting Island Environment
M12. Establish a Culture of Assessment, Investment, and Stewardship
PARTICIPATION
    Head Count Enrollment
      All
      White
      African-American
      Hispanic
      Asian
      Other
    Full Time Equivalent Enrollment
      All
      White
      African-American
      Hispanic
      Asian
      Other

SUCCESS
    Graduation Rate: 4-year
    Graduation Rate: 5-year
    Graduation Rate: 6-year
    6-Year Persistence/Graduation
      All
      White
      African-American
      Hispanic
      Asian
      Other
    Degrees Awarded by Ethnicity
      All
      White
      African-American
      Hispanic
      Asian
      Other
    Degrees Awarded by Level
      Bachelor
      Master
      Doctoral

EXCELLENCE
    LD SCH by Tenured/Tenure-track Faculty
    FTE Student / FTE Faculty Ratio
    Percent of Bachelors Graduates Employed or Graduate School
    Lower Division Average Class Size
    Percent of FTE Faculty Tenured

RESEARCH
    Federal Research $ per tenure/tenure-track FTE faculty
    Sponsored Research expenditures as a percent of GR

EFFICIENCY
    Administrative Cost Ratio
    Classroom Utilization (Hours per Week)
    Lab Utilization (Hours per Week)
    State Appropriation per FTE Student
    State Appropriation per FTE Faculty
    All-funds Expenditures per FTE Student