

**SUNY Potsdam
Administrative Unit
Assessment Summary Form**

Administrative Unit: College Advancement

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Assessment Year: 21-22

PURPOSE

This annual assessment summary form provides the opportunity for units to follow-up on their previous assessment work and reports and to highlight actions taken to improve processes and/or efficiencies in functioning that lead to outcomes that benefits students, staff, or the college. These could be process changes or improvements in efficiency, skill level of staff, opportunities for the college, or other aspects over which the unit has a certain amount of control.

SECTION 1: PRIOR YEAR ASSESSMENT PLAN FOLLOW-UP

A key component of the continuous improvement assessment process is following up on [prior year assessment plans and reports](#). Review your prior year plan and report and select one of the desired goals and outcomes to comment on any changes or improvements resulting from actions taken.

Prior Year Assessment Plan – Desired Goal and Outcome(s)

Copy/Paste or enter the goals and outcomes from your prior plan that you wish to highlight and summarize. Also list any relevant results data and planned actions that may have been previously listed.

Goal 5: Campaign: Oversee a comprehensive campaign process that provides an opportunity to enhance fundraising efforts in order to meet specific identified priorities. One of the outcomes from this goal that was successfully completed is “Work with campus to identify funding priorities.” As evidenced by the Campaign Summary Document, the funding priorities that were developed during the campus outreach planning phase and the community feasibility study follow:

- 1) Student success, 2) creative experiences, 3) campus strength & flexibility, and, 4) securing the future.

Based on the outcomes, collected data/results, and planned actions, please describe what specific actions were taken and the resulting impact, if any.

The feasibility study identified broad support from alumni, donors, and supporters. As part of the feasibility study, interview outreaches were made to over 50 stakeholders who, as a whole, indicated their broad support for SUNY Potsdam, the Potsdam College Foundation, and the priorities of the campaign. As a result, the Potsdam College Foundation voted to move forward with a campaign of \$40-\$50M in May, 2022. As such, the campaign has launched and a toolkit produced for the board and campus to utilize in fundraising. The first gift asks are being made of board members and will proceed from there during the “leadership gift” phase of the campaign.