

**SUNY Potsdam  
Administrative Unit  
Assessment Plan**

Administrative Unit: Community Performance Series (College Advancement)    Unit Contact Name: Vanessa Vaverchak    Date: 1/27/2023

Phone: 325-267-2612

Email Address: vavercvn@potsteam.edu

Assessment Cycle: 2022-2026

**PURPOSE**

Administrative Assessment is an ongoing process that allows a unit to evaluate and – where necessary – improve its programs, services and operations. Assessment is a systematic approach to demonstrate continuous improvement in programs, services and operations. This template is to be used when creating your assessment plan. Assessment plans should be measurable, meaningful and manageable.

**UNIT MISSION STATEMENT**

The Mission of Community Performance Series (CPS) is to be a leader toward a vibrant arts culture at SUNY Potsdam and the surrounding Northern New York region by offering a robust and distinct annual, public performing arts season of exceptional artists and musicians. CPS also enhances educational experiences through high-quality masterclasses, internships, workshops, artistic collaborations, and performing arts programming for students and community members at every learning stage.

**GOAL #1**

*Reminder: Generally speaking, goals should be grounded in the mission of the unit, be broad, and linked to the overall institutional priorities and goals. They should focus on strengthening and improving critical functions, services and processes and reflect the most important/urgent priorities of the unit.*

Contribute to a vibrant arts culture on campus and in the surrounding community.

**GOAL #1 - WHAT INSTITUTIONAL PRIORITY AREA(S) DOES THIS GOAL LINK TO?**

(Select all that apply)

- ☒ Retention and Enrollment
- ☐ Financial Stability and Analysis
- ☐ Academic Programs and Planning
- ☒ Strengthening Community Connections
- ☒ Diversity, Equity, Inclusion, & Belonging

**Briefly describe the link between goal #1 and the institutional priority area(s) selected.**

By bringing in a diverse range of talented guest artists who are well-accomplished in their respective artistic or musical disciplines and come from a range of lived experiences, identities, and backgrounds, our students and community members are welcomed to experience performances that serve as “mirrors and windows” through many artistic genres and forms of expression. SUNY Potsdam has the only Performing Arts Center from Watertown to Plattsburgh and the largest performance venues in the community, which, when combined with stewardship of multiple endowed fund resources to attract and present world-class performing artist serves the community with events that otherwise would not be accessible in our rural location. Public arts events create an entry point for community members to be welcomed to campus, have a positive experience and is a way to introduce potential new students to SUNY Potsdam. High profile guest artists events and the opportunity to learn from industry leaders in masterclasses and workshops both attracts and retains SUNY Potsdam students. The 10-day LoKo Arts Festival contributes to a vibrant student life experience for students of all majors to engage in the arts, which enhances retention and enrollment efforts.

## GOAL #1 – DESIRED OUTCOMES AND OBJECTIVES

Tip: Outcomes and objectives should be SMART... Specific, Measurable, Achievable, Relevant, Time-bound

- A. Plan and execute an impactful, diverse series of high-quality guest artist events for the campus and community annually
- B. Plan and manage the annual Spring LoKo Arts Festival for the campus and community

## GOAL #1 – ASSESSMENT METHODS, MEASURES, AND TARGETS

Reminder: These should be aligned with the objectives being assessed. Also, consider using a combination of direct and indirect measures. Be sure to include specific targets.

- a. **(A1)** Provide a balanced, high-quality season that includes guest artists representing a range of backgrounds, identities, repertoires, and genres to the campus and community.
  - i. Target: Track genre, instrument studio areas and repertoire to inform a balanced offering over 4-year cycles in alignment with Crane School of Music academics and comprehensive student experience, and an enriched community experience.
  - ii. Target: Develop a process for campus and community members to submit guest artist requests. Utilize this feedback to inform future booking selections.
  - iii. Target: Capture audience feedback by launching a survey program at the conclusion of each event. Annual season goal of 80%, or better, positive average audience experience rating (1-10 scale).
- b. **(A2)** Steward all guest artist focused endowed funds by selecting guest artists as guided by the MOU documents and in coordination with on-campus and community stakeholders
  - i. Target: Meet the parameters of all guest artist endowed funds managed under CPS.
  - ii. Target: Collaborate with faculty, staff, student organizations and/or community members through meetings and planning sessions that align guest artist events and residencies with academic or strategic campus goals.
  - iii. Target: Complete 100% of annual endowed fund reports on time for submission to donors.
- c. **(B)** Steward the LoKo Arts endowed fund as guided by the MOU documents and in coordination with the College Advancement leadership managing the donor relationship
  - i. Target: Manage annual funding application cycle: facilitate 1-2 annual meetings of the LoKo Arts Festival Committee to evaluate funding application submissions by SUNY Potsdam students, faculty, and staff. Utilize the committee recommendations and annual budget document to make project funding decisions.
  - ii. Target: Complete 100% of annual endowed fund reports on time for submission to donors

## GOAL #2

Enhance recruitment and retention efforts at SUNY Potsdam by providing experiential learning opportunities to students and offering youth/family programming to regional schools and the larger community.

### GOAL #2 - WHAT INSTITUTIONAL PRIORITY AREA(S) DOES THIS GOAL LINK TO?

(Select all that apply)

- ☒ Retention and Enrollment
- ☐ Financial Stability and Analysis
- ☒ Academic Programs and Planning
- ☒ Strengthening Community Connections
- ☐ Diversity, Equity, Inclusion, and Belonging

Briefly describe the link between goal #2 and institutional priority area(s) selected.

By providing experiential learning opportunities for SUNY Potsdam students through internships, student teaching opportunities, and high-quality masterclasses, workshops or other educational enhancements to the academic programs, it positions our campus as an attractive place to engage in a well-rounded educational experience. These experiences are aligned to the academic programs through collaborative planning with faculty and administration. Youth and family programming both creates connections with regional schools and families in the community as well as introduces young people to the SUNY Potsdam campus for a positive and memorable experience. This is an excellent opportunity to engage with potential future students and contributes to the campus enrollment efforts.

### GOAL #2 – DESIRED OUTCOMES AND OBJECTIVES

Tip: Outcomes and objectives should be SMART... Specific, Measurable, Achievable, Relevant, Time-bound

- A. Provide experiential learning opportunities for SUNY Potsdam students during each academic year
- B. Program an educationally focused youth and family series annually

### GOAL #2 – ASSESSMENT METHODS, MEASURES, AND TARGETS

Reminder: These should be aligned with the objectives being assessed. Also, consider using a combination of direct and indirect measures. Be sure to include specific targets.

- a. **(A1)** In coordination with the Loughheed Center for Applied Learning, post up to 5 student internship positions for Fall, Spring and Summer semesters.
  - i. Target: 100% on-time completion of required documentation and internship reporting requirements. Will utilize the Loughheed Center for Applied Learning's notifications, reporting and data collection process to assess completion (Yes/No – completed all required documentation on time).

- ii.Target: Work with faculty advisors to support successful completion of internships with a 90% or better completion goal. Will utilize the Loughheed Center for Applied Learning’s notifications, reporting and data collection process to assess completion (Yes/No – 90% of internships successfully completed).
- b. **(A2)** Provide Education majors with student teaching opportunities through the annual Instrument Petting Zoo event
  - i.Target: Fill up to 20 “Zookeeper” positions with SUNY Potsdam students (Music Education major/minor prioritized). “Zookeepers” lead mini-lessons to introduce visiting primary grade (3-5) students learning about the instrument families and in preparation for selection of a school band/orchestra instrument. Measure: Yes/No – the event was held annually. Record number of SUNY Potsdam students who participated in the event and their Major/Minor.
- c. **(A3)** Offer guest artist masterclass and educational workshops opportunities as enhancements to the academic experience
  - i.Target: Work with Deans, Chairs, and faculty to develop high-impact masterclasses and workshops as enhancements to the academic experience. Provide at least 2 opportunities in the Fall Semester and at least 2 opportunities in the Spring Semester. Measure: Yes/No - 4 masterclass or workshop opportunities were held during the academic year in arrangement with the appropriate Deans/Chairs/Faculty members.
  - ii.Target: Provide at least 3 public education opportunities annually (examples include: pre- or post-show Question & Answer session; masterclasses or workshop sessions open to the public; lectures or demonstrations). Measure: Yes/No 3 or more public education opportunities were provided annually.
- a. **(B1)** Steward all family/youth focused endowed funds by selecting guest artists as guided by the MOU documents and in coordination with on-campus and community stakeholders
  - i.Target: Meet the parameters of all family/youth-focused endowed funds managed under CPS
  - ii.Target: Complete 100% of annual endowed fund reports on time for submission to donors
  - iii.Target: Host school groups on campus for at least 1 performing arts or music program in the Fall and Spring semester annually
  - iv.Target: Collaborate with stakeholders on campus, the CPS advisory board Education & Outreach committee, and /or community partners to plan educational extension activities as a component of the Fall and Spring programs offered to school groups
- b. **(B2)** Continuously improve the impact of family/youth programming in alignment with strategic goals
  - i.Target: Work with Admissions to facilitate tours of campus as requested by school group visitors. Goal of 100% fulfillment of tour requests.
  - i. Target: Survey teachers/school group leaders after each event rating the success of the event and providing feedback for enhancing future programs. Annual season goal of 80% or better positive average teacher/educator experience rating (1-10 scale).

### GOAL #3

As part of the College Advancement Department, support the campaign goals through comprehensive fundraising efforts.

#### GOAL #3 - WHAT INSTITUTIONAL PRIORITY AREA(S) DOES THIS GOAL LINK TO?

(Select all that apply)

- ☐ Retention and Enrollment
- ☒ Financial Stability and Analysis
- ☐ Academic Programs and Planning
- ☐ Strengthening Community Connections
- ☐ Diversity, Equity, Inclusion, & Belonging

Briefly describe the link between goal #3 and institutional priority area(s) selected.

Through annual public events offerings, we attract new, as well as retain existing performing arts patrons to engage with campus in a positive and impactful way. A varied and diverse range of events create multiple avenues to connect donors to areas of interest most aligned to their values. As a both a financially self-sustaining organization and revenue-generating unit, Community Performance Series is able to carry out its mission and create financial benefits to the campus.

#### GOAL #3 – DESIRED OUTCOMES AND OBJECTIVES

Tip: Outcomes and objectives should be SMART... Specific, Measurable, Achievable, Relevant, Time-bound

- A. Contribute to meeting the Annual Giving goals of the Potsdam College Foundation
- B. Contribute to meeting the Major and Deferred Gift goals of the Potsdam College Foundation

#### GOAL #3 – ASSESSMENT METHODS, MEASURES, AND TARGETS

Reminder: These should be aligned with the objectives being assessed. Also, consider using a combination of direct and indirect measures. Be sure to include specific targets.

- a. **(A1)** Create and implement an Annual Giving strategy
  - i.Target: Meet or exceed CPS Annual Giving goals set by College Advancement leadership
  - ii.Target: Project manage build-out of new ticketing platform to code audience giving option as part of the check-out process. Track dollars received through new gift vehicle.
  - iii.Target: Launch new program advertising options through new digital ticket ad placement and digital program options. Increase program advertisers by 5% year over year.

- b. **(A2)** Launch automated e-communications to audiences at the close of each public concert with a built-in appeal for donations through the new ticketing platform
  - i.Target: 100% delivery of post-event e-communications throughout annual season
  - ii.Target: Track and analyze success rate of converting audience to donors through new communications method. Utilize data to modify and improve communications. As a new initiative, will target a marketing industry standard of 1-3% ROI. 1-3% of total opened emails would result in a donation within 30 days. Will run a report of donations received 30 days post-event and compare to number of opened emails to determine success rate.
  - iii.Target: Increase Annual Giving by 5% year over year
  - iv.Target: Increase first-time donors by 5% year over year
- a. **(B1)** In coordination with Development Officers and College Advancement leadership, advance donor relationships in alignment with strategic goals
  - i.Target: Leverage the annual Summer Musical to attract new donors with a goal of identifying at least 2 new major gift prospects
  - ii.Target: Secure 1 corporate sponsorship in support of the annual Guest Artist Series, Meet the Arts series (Youth/Family programming) or Summer Musical production
  - iii.Target: Increase repeat donation amounts by an average of 5% year-over-year and establish a reasonable annual donor retention target. Utilizing Advancement Services data to compare lists of CPS Annual Donors (Fiscal Year, year-over-year) to see if 5% average gift increase target was met, (Yes/No – target was met). Utilizing Advancement Services data to quantify a 5-year historical annual giving attrition to establish a reasonable annual donor retention target, (Yes/No – annual donor retention target established).
- b. **(B2)** Leverage events as donor engagement opportunities
  - i.Target: Invite donors and prospects to attend CPS annual season events as relationship-building opportunities for Development Officers
  - ii.Target: Execute at least 1 pre- or post-show reception that engages donors and prospects in collaboration with College Advancement leadership and CPS advisory board