Strategic Plan 2010-2015 Aspirational Goals	Objectives *(as reflected in the Strategic Plan, your area mission statement, or the college mission statement)*	Method(s) of Assessment	Most Recent Assessment	Assessment Cycle	Measureable Outcome(s) /Result(s)	Next Steps
Engaging Students for Success	Generate additional resources for student scholarships and academic program support by achieving fund-raising goals.	Audit Voluntary Support of Education Survey Results SUNY Campus Fund-Raising Report	January 2012	Annual	Surpassed $750,000 annual goal. 27% increase in FY '2010-2011 compared to FY 2009-2010; Cash gifts increased by $108,000, Avg. gift increased to over $100 thanks to MG efforts; however number of actual donors decreased by 22%; inkind gifts increased by $30,000 Achieved Campus Community Campaign Goal of 51% faculty/staff participation.	100th Birthday Campaign launches in FY 2011-2012 with student scholarships as primary objective; Campaign should result in significant increase in giving and participation.

					Increased gifts from major gift prospects/donors by 37%	
	Prospect funding opportunities that focus on improving retention and graduation and develop coherent plans of work toward goals.	Number of prospected grants; number of proposals submitted; number of proposals funded	June 2011	Annual	Over 60 potential opportunities identified and vetted with faculty when potential match identified. Administer Perkins formula funds dedicated to enhancement of technical education.	Use foundationsearch.com, nystate.gov. and grants.gov as primary prospecting sites. Reach out to faculty when good matches are found. Develop incentive plan to increase faculty involvement in pursuit of grants. Consult and collaborate on proposal development with ongoing follow up.
Achieving Academic Excellence	Prospect scholarship endowment funds from private foundations to defray the financial burden of loan monies borrowed by students' families.	Number of private foundations prospected Number of proposals submitted	June 2011	Annual	Over 100 proposals with 8 identified as good matches leading to 2 proposals successfully submitted by faculty and funded.	Prospect foundationseach.com Find appropriate matches. Work with IR to identify relevant demographics/constituencies for scholarship proposals. Identify board members for President and/or Vice President for College Relations or Chief Advancement Officer to meet.
Sustaining Educational Innovation	Prospect for grants that promote promising/emerging practices in new didactic methods and pedagogy.	Number of grants prospected Number of grants	July 2011	Annual	Over 100 proposals with 8 identified as good matches leading	Continue to prospect opportunities. Meet with faculty to identify latest

		proposals submitted Number of funded programs shared with faculty and staff			to 2 proposals successfully submitted by faculty and funded.	interest and trends in their fields. Report monthly on College Sponsored Research and Grants website. Include web site link each month in *Delhi Today* updates.
	Prospect professional development grants for faculty. Prospect equipment, supplies and services funding for the use or incorporation of educational technology.				Guidance resulted in faculty pursuit of UUP and campus professional development grants.	
Building Strategic Partnerships	Pursue collaborative approaches for grants with SUNY Cobleskill.	Number of proposals identified and submitted.	New September 2011	Annual	Number of proposals funded.	Initial meeting held with SUNY Cobleskill Sponsored Research Office to identify priorities to pursue.
	Prospect local and state-wide private and government partners for programs that fit the academic and co-curricular offerings of the college.	Number of partners identified Number of contacts made by grants	June 2011	Annual	2/3 of grants submitted had at least one outside partner.	Create centralized process forms for faculty and staff to use in program development that prioritize partnering with outside organizations.

		office, faculty and staff with potential partners				
	Increase participation in Alumni Weekend to increase engagement and leading to increased philanthropic support.	Alumni Weekend Attendance Satisfaction survey results	June 2011	Annual	439 attended the 2011 event, up 23 from 2010.	Satisfaction survey results shared with Alumni Advisory Board with 2012 planning developed based on survey responses and board input. Revised strategies to be incorporated into FY2012 Development Plan.
	Engage and enhance relationships with alumni through personal visits.	Call reports Banner gift history	July 2011	Following each visit	28 relationships enhanced	Increase contacts as part of silent phase of Centennial Campaign. Seek volunteers for Centennial Campaign.
	Engage alumni and friends via the Internet.	Quantitative monitoring through web analytic tools Review visits, page views, enter and exit pages and demographics for web site Review opens, click-throughs, forwards, spam reports and bounces for e-newsletter.	Ongoing each month	Ongoing each month	Alumni web site visits have plateaued--about 7,000 visitors/month. Number of page views is increasing—averaging about 10,500/month. Alumni Facebook members total over 1,800 with more than 100,000 post views. Linkedin members total 272.	Survey of alumni planned in Spring 2012 to identify new technology being used by alumni and what should be incorporated into planning to increase engagement.

					Enewsletter mails to 1,360 active contacts and has an open rate of 53 percent and click-through distribution of 62 percent.	
Promoting Environmental Stewardship	Prospect funded that: 1) Focuses on renewable technology, capital improvements and design innovations; 2) Provides equipment, supplies and services that aid in the improvement/updating of applied technology and science curricula with regards to energy-efficiency and renewable energy; and 3) Offers programmatic incentives, outreach and awareness of environmental conservation throughout the campus and the community.	Faculty and staff continually made aware of applied research, workforce readiness and higher education issues and trends in the energy sector.	August 2011	Annual	2/3 of proposals submitted focused on promoting environmental stewardship.	Post prospected grants on College Sponsored Research and Grants web site; include web site link in monthly *Delhi Today* updates. Continually research latest trends and issues in sustainability, renewable energy, workforce development and higher education. Provide post-award management for PV installation.
Accomplishing Service Excellence & Operational Efficiencies	Consult and assist faculty and staff in the development of funding proposals, prospecting, and post-award administration. Collaborate in systems analysis and design for operational improvements. Provide education and training in grantsmanship to all campus	Improved systems for collaboration, communication, training, awareness, records-keeping, grant administration and proposal development.	June 2011	Annual	24 attendees at January 2011 grants workshop. Faculty and staff inquiries re: opportunities for program funding showed slight increase.	Research faculty and staff incentives at peer institutions beyond SUNY Technology sector. Update Sponsored Research and Grants web site, research existing resources, systems, etc. available on campus for use and possible improvement. Track visits to grants web site.

					Collaborated with Provost, Technology Dean and faculty on successful accreditation process.	Update workshop format to include more educational technology. Research possibility of developing online, self-paced workshops.
constituencies.						
	Ensure the integrity and consistency of the SUNY Delhi image in support of college's strategic goals.	Qualitative monitoring through a "listening" dashboard. Monitor news clips (online and print), online posts and comments (general public and constituents), and social media participation (constituents).	Ongoing on daily, weekly and monthly basis.	Ongoing on daily, weekly and monthly basis.	Quality of message assessed. If deemed negative, run through messaging matrix to determine if action is needed.	Realignment of messages needed with the emergence of new college strategic plan.
	Engage internal and external audiences (students, faculty, staff, alumni, donors, government and industry leaders, community members and general public) with the college's messages.	Qualitative/quantitative monitoring of statistics on readership, commenting, sharing and rankings.	Spring 2011 conducted a content analysis of the college's print and electronic materials spanning the last five years.	Ongoing on daily, weekly and monthly basis.	Press releases reach 16 media outlets on average. Internal publication averages 140 readers per issue.	Conduct survey of internal publication to determine why readership is low.
	Research and implement online giving option.	College Foundation and Banner reports	Option launched in April 2011.	Annual	Total of annual gifts received online.	Work with CIS to automate reporting process and research more robust online giving option at request of Alumni Advisory Board.