



# Assessment Record

**Service Unit:** Office of Community Outreach

**Assessment period:** 2020-2021

**Program or Department Mission:**

The mission of the Office of Community Outreach is to serve Jefferson State Community College by overseeing its existing relationships with civic leaders, community-based organizations, and governmental entities and to also seek opportunities to generate new partnerships that lead to the development of meaningful outcomes based on the mission of the college.

## Service Unit Outcomes & Assessment Plan

Intended Outcomes	Means of Assessment	Criteria for Success	Summary & Analysis of Assessment Evidence	Use of Results
Demonstrate commitment to strong stewardship of public trust by ensuring timely and direct connections from the college to businesses and community organizations.	The number of meetings held and the number of attendees. Identification of campaign components.	Host at least 25 meetings for community, business, and government leaders. Finalize campaign components and case for support/marketing plan.	Over 25 meetings held with college’s legislative delegation, local government officials, business leaders, community leaders, and internal stakeholders over Zoom and in-person. These meetings confirmed the final EEE campaign components and identified solicitation strategies. Refined campaign case statement and printed campaign collateral materials including executive summary and fact sheet.	Continue to fundraise for the identified campaign components. Continue using campaign collateral, updating as needed.

<p>Provide collaboration with the JSCC Foundation to plan and implement a capital campaign to benefit the college's academic and workforce development programming and student success initiatives.</p>	<p>Review and plot implementation of EEE campaign strategy. Work with campaign consultants to determine appropriate organization structure to execute campaign.</p>	<p>Expand Foundation board to support campaign. Identify campaign chair and recruit campaign steering committee. Create job description for new position – Development Assistant.</p>	<p>Added new members to Foundation board. Recruited two campaign co-chairs. Recruited 15 members for campaign steering committee. Hired a Development Assistant to support day-to-day campaign management.</p>	<p>Continue to utilize co-chairs and steering committee expertise to identify prospects and solicit gifts. Continue training for Development Assistant to operate Raiser's Edge fundraising software and extract necessary data for campaign prospect identification, evaluation, and solicitation.</p>
<p><b>Plan submission date:</b></p>			<p><b>Submitted by: Guin Robinson</b></p>	