The purpose of Program Planning and Assessment at Hartnell College is to obtain an honest and authentic view of a service/office/program and to assess its strengths, opportunities, needs, and connection to the mission and goals of the college. The process is based on the premise that each area reviews assessment data and uses these data to plan for improvement. The results of these annual cycles provide data for a periodic (every five years) comprehensive review that shows evidence of improvement and outlines long-range goals.

The Program Planning and Assessment process will improve and increase the flow of information and data at Hartnell College. The result of the process will also improve institutional effectiveness.

Service/ Office/ Non -Instructional Program	Date Completed (must be in final form by 3/31/14) *	Date Submitted to VP
Office of the Executive Director of Office of Institutional Advancement	7/18/14	7/18/14

*Please note that you should work with your colleagues and supervisor/director/dean to ensure that this report is completed, revised as needed, in its final form and submitted no later than the end of March.

Please complete this section for services/offices/non-instructional programs scheduled for comprehensive review in spring 2014. Go to Section II for services/offices/non-instructional programs scheduled for annual review in spring 2014.

A. OVERALL SERVICE/ OFFICE/ PROGRAM EFFECTIVENESS

1. Describe your service/office/non-instructional program in terms of its overall effectiveness over the past several years.

Please consider the questions below in describing your area.

- What are your area s primary functions?
- How are students/employees served by the service/office/program?
- What are the unique aspects of the service/office/program?
- How does the service/office/program relate to the needs of the community?
- How does the service/office/program interface/collaborate with other areas on campus?
- What is working well in service/program provision?
- Have state and/or federal mandates/rules/ certifications particular to the service/program been met?
- What policies and/or practices, both institutionally and departmentally, have been implemented to improve functions over the past few years?
- What professional activities have staff recently (last three years) participated in?

The Office of the Executive Director of Advancement oversees all operations of the office of advancement and the foundation. This office seeks the advice of the President s Task Force, Foundation Board of Directors, the President s Cabinet, Superintendent/President and his staff, the Advancement Council, and 11 advisory committees. This office complies with district and Foundation Board policies. The Office oversees public and private funding planT BT 11.4982 0 0 11.9.443(27((

The Office of the Executive Director of Advancement relates to the needs of the college and the community through a continued focus on galvanizing resources for student access, student success, student achievement, and innovative programming. Successfully garnering resources in support of the college and its students is accomplished through extensive collaborations with the community, college leadership, faculty, K-

This s ection must be completed   for ALL services/offices/non   -instructional programs, including those   scheduled for   a comprehensive review   in spring 2014 .

A. DATA & TRENDS

1. Provide available data and information   that define target recipients   of the service/office/non   -instructional program   , including   numbers /size, types and characteristics/needs   of current and   potential users, students,   client s, and /or other relevant populations   . List the sources of this data and information.

The Office of the Executive Director supports two governance groups, the Advancement Council and the Foundation Board of D irectors and the associated Executive Committee, Nominating Committee, Finance Commit tee and Audit Committee.

Committees and Advisory Groups that receive support from the Office of the Executive Director include: President s Task Force, Nominating Committee, Investment Committee, Ag Steering Athletics Funding Committee, Planned Giving Committee, Planned Giving Advisory Council, Women s Education Leadership Initiative Vision Committee, Western Stage Council, Arts Advisory Council and the Finance Committee.

The Office supports the Campus Communications and Marketing functions.

2. Analyze and report on   salient patterns and   trend s in this   data. Given these patterns and   trends in   users, needs, usage and/or other key factors, identify particular ly   challenging issues in   service /program provision,   office functioning ,   and the   evaluation o   f the service/office/non   -instructional

intended   recipients.   Consider staffing and other resources available to   serve user needs for each   location , vehicle, and time   specified.

The office is open Monday   Friday from 8:00am   5:00pm and also supports many college and community and philanthropic events during other hours of the week.

2. Compare service   /program   quality provided   across locations, vehicles, and times   . Are there differences? To what do you ascribe   the differences in your service/ program   ? Discuss any other relevant fa   ctors regarding diverse service/program modalities and environm   ents .

N/A

3. Describ e the process t   o change and   improve service   /program   quality for the   more challenging   locations , vehicles,   and/or times   .

N/A

C. OUTCOMES

SERVICE   AREA OUTCOMES

Each service unit/office/non -instructional progr am develops its own Service Area Outcomes (SAOs). The outcomes should be directly related to the work of the service unit/office/non - instructional program , challenging but attainable, and measureable. SAOs should articulate what specifically is to be achieved; their measurement should assess how well the service unit/office/non -instructional program is performing.

1. Please c omplete the following   tables.

List Service Area

Faculty and staff will report satisfaction with grant seeking process	survey to faculty and staff

1. Evaluate the success of each activity scheduled, including activities completed and those in progress.

b) Describe how this activity supports   any of   the following:
1) Service Area Outcome
2) Program level Outcome
3) Course level Outcome
4) Service/Program   Goal
5) Strategic Priority   Goal

Strategic priority goals 4 & 6.

c) Does this activity span   multiple   years?   YES

If yes, describe the action plan for completion of this activity.

The Funding Plan has annual targets to achieve final results in June 2017.

d) What measureable outcomes   are expected from this activi   ty? List indicators of success.

e) What are the barriers to achi   eving success in this activity?

None

B. RESOURCE   REQUESTS

If new/additional resources are needed for your service/office/program , it is important that you identify them and project their cost , and that these resources and costs be considered through the Colleges integrated planning (governance, budget development, funding decision making, and resource

allocation) processes. A resource is likely to be something needed to support an activity that you have identifie d in IIIA. above, in which case you must link the resource with a specific activity number (first column below). All r esource requests   completed in the various columns   of a specific row must be linked to th   e new or continuing activity   numbered   on the first column   of that same row . A resource could also be something necessary for your service/program to function properly to improve student learning, such as updated equipment in a room/facility ; in such case be sure to note that the resource is NOT tied to a specific activity .

* Personnel: Include a C, F, or M after the amount to indicate Classified Staff, Faculty, or Manager.
** S for Supplies, E for Equipment . If additional supplies, for example, are needed for ongoing activities, this should b sT Tf BT e8081F16e8081F16e80609 0 0 08 155.28 139139.2 Tm [(af)17.94(t27.68 Tm [(1.3677(ld)27.)4.2817)6.743