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 comprehensive review that shows evidence of improvement and outlines long-range goals.

The Program Planning and Assessment process improves and increases the flow of information and data at Hartnell College. The result of the process also improves institutional effectiveness.

Service/Office/ Non-Instructional Program	Date Completed (must be in final form by 3/27/15)*	Date Submitted to VP
Office of the Executive Director of Institutional Advancement		

Please complete this section for services/offices/non-instructional programs scheduled for comprehensive review in spring 2015. Go to Section II for services/offices/non-instructional programs scheduled for annual review in spring 2015.

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?

[Begin response here]

B. STAFFING PROFILE

1. In the table indicate the number in terms of FTE. For instance, 1 full-time staff person is 1.0, and a half-time person is .5.

1. List and describe   service/ office/ program   goals for the next comprehensive review cycle   . Be sure to highlight innovative, unique, or other especially noteworthy aspects.

In considering your service s/ office s/ program s future goals, please review Hartnell s vision and mission statements.

VISION   STATEMENT

Hartnell C ollege will be nationally recognized for the success of our students by developing leaders who will contribute to the social, cultural, a nd economic vitality of our region and the global community.

MISSION   STATEMENT

Focusing on the needs of the Salinas Valley, Hartnell College provides educational opportunities for students to reach academ ic goals in an environment committed to student le arning, achievement and success.

[List and describe service/ office/ program goals here]

1)

2)

3)

4)

5)

II.   ANNUAL REVIEW

This s ection must be completed   for ALL services/offices/non   -instructional   programs, including those   scheduled for a comprehensive   review   in spring 201   5.

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 Directors and the associated Executive04 621.12 452.16 Tm (-) Tj ET BT 11.061 0 0 11.04 625.2 452.16 Tm [(i)6.83272(ns)-12.06u0Edecum0

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

Assessment activities adequately provide for evaluation and continuous improvement of the grants development process. The President's Task Force needs to be reconvened to review and provide advice on progress to date and any additions to the long term funding plan.

C. PREVIOUSLY SCHEDULED ACTIVITIES

This subsection focuses on activities that were previously scheduled. An activity can address many different aspects of your service/office/ program, and ulti mately is undertaken to improve or enhance your service/office/program , and keep it current.

Activity scheduled	What success has been achieved to date on this activity?	What challenges existed or continue to exist?	Will activity continue into AY 15-16?	Will activity continue into AY 16-17?*
1. Oversee successful development of all Major Gifts, Planned Gifts, annual fund and public grants to meet the strategic priorities of the college and the President's Task Force Funding Plan.	The Task Force Funding Plan has been aligned with the Strategic Priorities of the college.	None	Yes	Yes
2. Oversee effective development and implementation of a campus wide communications plan for the college and the Foundation including communication with donors and key stakeholders.	Report to the community , College Branding, and Communications Plan were completed.	The challenge for the Report to community is getting on a more timely schedule	Yes	Yes

* For each activity that will continue into AY 2016-

Activity	Strategic Plan Goal(s) No. & Letter (e.g., 5A)*	Related SAOs,SLOs, PLOs, or goals	Desired Outcome(s)	Resources Needed	Person Responsible	Estimated Date of Completion (can be more than one year in length)	Comments
1. Oversee the successful development of all Major Gifts, Planned Gifts, annual fund and public grants	4D, 6A	2, 3, 4		Supplies Training	Jackie Cruz	June 2018	
2. College communication with donors and key stakeholders.	4D, 6A	3, 5		Supplies Training	Esmeralda Montenegro	On-going	
3. Strategic Plan-Operations	3B, 4A, 5A, 6A	1		Supplies Training	Jackie Cruz	Fall 2015	

* See Appendix A for a list of the 11 goals in the college's Strategic Plan.

*** Please complete items 2a -e immediately below for EACH new activity. ***

2. This item is used to describe how the new activity, or continuing new activity, will support the service/office/program .

Consider:
- Faculty
- Other staffing
- Facilities
- Equipment (non -expendable, greater than $5,000), supplies (expendable, valued at less than $5,000),
- Software
- Hardware
- Outside services
- Training
- Travel
- Library materials
- Science laboratory materials

a) Describe the new activity or follow -on activity that this resource will support.

Supplies and training are needed to increase the capacity for fundraising and communications.

b) Describe how this activity supports all of the following that apply :
   1) Service Area Outcome (list applicable service area outcome)
   2) Program level Outcome (list applicable program level outcome)
   3) Course level Outcome (list applicable course level outcome)
   4) Service/Program Goal (list applicable service /program goal outcome)
   5) Strategic Plan Goal (list applicable strategic plan outcome)

Strategic priority goals 3, 4, 5 & 6.

c) Does this activity span multiple years? & YES & NO

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

The Funding Plan has annual targets to achieve fin86(n)8.77154(u)4e82.83o

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

APPENDIX A . Strategic Priorities & Goals
(from Hartnell College Strategic Plan 2013 -2018)

Priority 1: Student Access

Goal 1A: Hartnell College will provide higher education, workforce development, and lifelong learning opportunities with seamless pathways to all of the college s present and prospective constituent individuals and groups.

Priority 2: Student Success

Goal 2A: Hartnell College will provide a supportive, innovative, and collaborative learning environment to help students pursue and achieve educational success.

Goal 2B: Hartnell College will provide a supportive, innovative , and collaborative learning environment that add resses and meets the diverse learning needs of students.

Priority 3: Employee Diversity and Development

Goal 3A: Hartnell College is committed to 1) increasing diversity among its employees; 2) providing an environment that is safe for and inviting to dive rse persons, groups, and communities; and 3) becoming a model institution of higher education whose respect for diversity is easily seen and is fully integrated throughout its policies, practices, facilities, signage, curricula, and other reflections of li fe at the college.

Goal 3B: To attract and retain highly qualified employees, Hartnell College is committed to providing and supporting relevant, substantial professional development opportunities.

Priority 4 : Effective Utilization of Resources

Goal 4A: To support its mission, Hartnell College is committed to the effective utilization of its human resources.

Goal 4B: Hartnell College is committed to having its physical plant, furnishing s, and grounds maintained and replaced in a planned and scheduled way to support learning, safety, security, and access.

Goal 4C: Hartnell College will maintain a current, user -friendly technological infrastructure that serves the needs of students and employees.

Goal 4D: Hartnell College is committed to maximizing the use an d value of capital assets, managing financial resources, minimizing costs, and engaging in fiscally sound planning for future maintenance , space, and technology needs.

Priority 5 : Innovation and Relevance for Programs and Services

Goal 5A: Hartnell College will provide programs and services that are relevant to the real-world needs of its diverse student population, while also developing and employing a culture of innovation that will lead to improved institutional effectiveness and student learning .

Priority 6: Partnership with Industry, Business Agencies and Education

Goal 6A: Hartnell College is committed to strengthening and furthering its current partnerships, in order to secure lasting, mutually beneficial relationships between the college and the community that the college serves.