Program Efficacy Report
Spring 2016

Name of Department: Development & Community Relations

Efficacy Team: Christie Gabriel, Kay Weiss, Wally Johnson

Overall Recommendation (include rationale): Continuation

The Development and Community Relations Office has demonstrated competency in every area of the specified institutional expectations. The Efficacy Team recommends Continuation for this department.

Strategic Initiative	Institutional Expectations	
	Does Not Meet	**Meets**
Part I: Access		
Demographics	*The program does not provide an appropriate analysis regarding identified differences in the program's population compared to that of the general population*	*The program provides an <u>analysis</u> of the demographic data and provides an interpretation in response to any identified variance.* *If warranted, discuss the plans or activities that are in place to recruit and retain underserved populations.*

Efficacy Team Analysis and Feedback: Meets

The department has provided data that is reflective of its function within the college. While the DCR supports the entire campus; thus, its data is campus-wide data, it recognizes that its reach in providing scholarships may have some variances which happen, in part, because many scholarships have demographic requirements.

Pattern of Service	*The program's pattern of service is not related to the needs of students.*	*The program provides <u>evidence</u> that the pattern of service or instruction meets student needs.* *If warranted, plans or activities are in place to meet a broader range of needs.*

Efficacy Team Analysis and Feedback: Meets

The department provided an event calendar indicating its "pattern of service" from fall 2014 through early spring 2017. This calendar shows a marked increase in foundation events over this timeframe. Service from the office is in three segments: Scholarships, Development, and events. The DCR is providing service at appropriate levels in all areas.

Part II: Student Success		
Data demonstrating achievement of instructional or service success	*Program does not provide an adequate analysis of the data provided with respect to relevant program data.*	*Program provides an <u>analysis</u> of the data which indicates progress on departmental goals.* *If applicable, supplemental data is analyzed.*

Efficacy Team Analysis and Feedback: Meets

The DCR has linked strategic initiatives with department goals and demonstrated progress towards its goals including increases in available scholarships, distribution of scholarships, marketing of scholarships and training of student workers. Progress is benchmarked and appears on the campus website where appropriate.

Student Learning Outcomes and/or Student Achievement Outcomes	*Program has not demonstrated that they have made progress on Student Learning Outcomes (SLOs) and/or Service Area Outcomes (SAOs) based on the plans of the college since their last program efficacy.*	*Program has demonstrated that they have made progress on Student Learning Outcomes (SLOs) and/or Service Area Outcomes (SAOs) based on the plans of the college since their last program efficacy.*

Efficacy Team Analysis and Feedback: Meets

The department has developed SAOs and provides a process for measurement. The department cites specific methodologies and results of SAO analysis and progress towards achievement.

Part III: Institutional Effectiveness		
Mission and Purpose	*The program does not have a mission, or it does not clearly link with the institutional mission.*	*The program has a mission, and it links clearly with the institutional mission.*

Efficacy Team Analysis and Feedback: Meets

The DCR has a mission which relates to the current college mission.

Productivity	*The data does not show an acceptable level of productivity for the program, or the issue of productivity is not adequately addressed.*	*The data shows the program is productive at an acceptable level.*

Efficacy Team Analysis and Feedback: Meets

The department is productive at acceptable levels, especially in light of the absence of the director's position from 2013 - 2015. The DCR has submitted its goals, benchmarks, outcomes and alignment with the SBVC Strategic Plan. In the Outputs/Outcomes to Date column, it is recommended that an academic year be added.

Relevance, Currency, Articulation	*The program does not provide evidence that it is relevant, current, and that courses articulate with CSU/UC, if appropriate.* *Out of date course(s) that are not launched into Curricunet by Oct. 1 may result in an overall recommendation no higher than Conditional.*	*The program provides evidence that the curriculum review process is up to date. Courses are relevant and current to the mission of the program. Appropriate courses have been articulated or transfer with UC/CSU, or plans are in place to articulate appropriate courses.*

Efficacy Team Analysis and Feedback: Meets

While the department has no collegiate curriculum, it does make and track numerous presentations to current and potential supporters. These presentations are made to local organizations, professional organizations and to internal stakeholders.

Part IV: Planning		
Trends	*The program does not identify major trends, or the plans are not supported by the data and information provided.*	*The program identifies and describes major trends in the field. Program addresses how trends will affect enrollment and planning. Provide data or research from the field for support.*

Efficacy Team Analysis and Feedback: Meets

The DCR has provided national data trends which support its planning.

Accomplishments	*The program does not incorporate accomplishments and strengths into planning.*	*The program incorporates substantial accomplishments and strengths into planning.*

Efficacy Team Analysis and Feedback: Does not meet

The department's strengths and accomplishments are incorporated into planning.

Weaknesses/challenges	*The program does not incorporate weaknesses and challenges into planning.*	*The program incorporates weaknesses and challenges into planning.*

Efficacy Team Analysis and Feedback: Meets

The department identifies several challenges and has identified realistic and specific strategies to address these challenges.

Part V: Technology, Partnerships & Campus Climate		
	Program does not demonstrate that it incorporates the strategic initiatives of Technology, Partnerships, or Campus Climate.	*Program demonstrates that it incorporates the strategic initiatives of Technology, Partnerships and/or Campus Climate.*
	Program does not have plans to implement the strategic initiatives of Technology, Partnerships, or Campus Climate.	*Program has plans to further implement the strategic initiatives of Technology, Partnerships and/or Campus Climate.*

Efficacy Team Analysis and Feedback: Meets

The department makes effective use of technology to increase donors (making it easier to donate) and has plans to add scholarship software for better accuracy and efficiency. The DCR is improving its web presence and is collaborating with other departments to improve connections made with potential donors. The department continues to build partnerships with both on and off campus entities. Additionally, the foundation works to build campus culture and climate by sharing campus strengths with the external community.

Part VI: Previous Does Not Meets Categories	
Program does not show that previous deficiencies have been adequately remedied.	*Program describes how previous deficiencies have been adequately remedied.*

Efficacy Team Analysis and Feedback (N/A if there were no "Does not Meets" in the previous efficacy review): n/a