

2008-2009 Annual Unit Objectives

Madisonville Community College

February 2008

Unit: Advancement

Unit Objectives (in Priority Order)	Link to MCC Goals	Resources Needed to Accomplish Goal	Action Steps (Briefly list steps you will complete to accomplish goal)	Assessment Measure (Link to PI)
Enhance public relations efforts	1.3 2.1 4.1 4.2	PD funds for alumni training \$20,000 for recognition awards & printing of materials	<ol style="list-style-type: none"> 1. Provide professional open house for Badgett Building in Spring 2009, complete with recognition provided to private contributors. 2. With PR Director, complete professional, thorough annual report 3. Complete 2009 calendar for 40th anniversary 4. Start action steps toward alumni program 	Produce tangible, printable product
Obtain Title III matching endowment funds	1.1 1.3 2.2 2.9	Volunteers & Foundation	obtain at least \$125,000 in total matches for Title III endowment by October 1 st .	Monetary goal
Increase scholarship accounts and endowments	1.2 2.2 2.9	Volunteer & Foundation	<ol style="list-style-type: none"> 1. Increase Crittenden County scholarship endowment to \$250,000 by June 2009. 2. Initiate Webster County scholarship opportunities 	Monetary goal and awarding at least 12 scholarships
Increase arts related endowments	2.5 2.9 3.1	Glema Center volunteers & friends \$5,000 in related, recruitment expense.	Continue to increase investment in all arts-related endowments. Have \$850,000 in fund balance by 6/30/09, providing \$57,000 in annual interest.	Monetary value
Implement Muhlenberg County campaign	1.1 1.3 2.5 3.2 4.2 4.3	50 trained volunteers	<ol style="list-style-type: none"> 1. Implement comprehensive community campaign in Muhlenberg County—goal to raise \$1.5 million in program and endowment money for local campus. 2. Co-Chairs named by December 2008 and campaign completed by March 2010 	Have campaign activity on-going by 6/30/09