Assessment Review Questions

Attach your current assessment plan and in 1-3 pages, answer the following questions:

1. **What evidence do you have that students achieve your stated learning outcomes?**

   For the UWP Foundation and Advancement area, we measure our achievement in a different way than those directly involved in the student learning process. As a provider of financial support for students, faculty and staff, we are generally more on the opportunity side of the achievement fence. We can say factually that the increased amount of financial support that our area has generated – not to mention the improved visibility of the University’s image and our improved ability to stay connected with alumni and friends – has made a definite positive impact during these difficult budget times. We track the fact that we now have 553 funds and growing, each providing more and varied support for a more diverse need base. We also provide more direct support for projects through the Platteville 1866 Fund, which allows new initiatives to receive start-up funding.

2. **What have you learned as a result?**

   We have learned to think more strategically with regard to our Annual Fund, especially our direct mail and phonathon. By being more specific in the asks that we make to our alumni and friends for support of our students, faculty and staff, we have been much more successful. For instance, our gift totals have risen each of the past three fiscal years, more than doubling annually the amount of direct support in 2005-06, compared to 2002-03. We have also learned that, due to drastic cuts in state funding, that growing our endowments has slowed on an annual basis, but our burgeoning planned giving program (more than $45 million to date in estate and other planned gifts has been identified and verified) will more than make up for that as these gifts reach campus.

3. **What, if any, changes will you make in order to improve student learning?**

   We have changed our approach to fundraising and alumni relations in recent years. As State assistance has evolved from two-thirds to less than 40 percent over the past two biennia, the UWP Advancement area has taken on more of a “private school model” especially as it relates to donor relations. Our events, once used to merely keep groups connected, now have major fundraising components build into them.

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