



WILBERFORCE UNIVERSITY

Strategic Goal Six Develop Sustaining & Productive Relationships

Institutional Value Drivers Image Enhancement

We are dedicated to establishing a programmatic and campus infrastructure which supports the implementation of a comprehensive approach and plan to repair and enhance the image, reputation, and physical environment of the University with all internal and external constituent groups.

Category	Metric	Description	2018	2019	2020	Projections	Responsible Unit
1. Gifts and Pledges	Amount of Cash Donations	# and amount of Cash donations					Institutional Advancement
	Total Donors	Renewed, Reacquired, and New Donors					
2. Endowment Performance	Report of Endowment	Performance data of endowment portfolio					Institutional Advancement
3. Grants	Private Foundations	Receipt of private foundation grants					Institutional Advancement
	Government	Receipt of government foundation grants					
4. Marketing	Social Media Impressions, Interactions, Website Development and Interactions. Print Materials and their impact.	Generate indicators to monitor interaction with various marketing tools and how they "drive" people to apply, donate to Wilberforce.					Institutional Advancement
5. Alumni Interaction	Amount of Giving based upon University forecasting.	Monitor amount of giving (time, talent, and dollars) to create yearly report.					Institutional Advancement
	# of Alumni Interaction	Track number of alumni interactions (include dawn dance, various activities, etc.					Institutional Advancement
6. Community Outreach/Interaction	Contacts with Community	Track number of community forums, trainings, workshops, legislators, church, etc.					Institutional Advancement/ Academic Affairs/ Center for Entrepreneurship and Innovation/ Student Engagement and Success/

