				Ass	se School of Medicine sessment Report			
		Fiscal `	Year beg	jinning Jເ	uly 1, 2009 and ending Jun			
Strategic Focus: Communit					Responsible Person: Sall			
Program Code: 4CV1					inity engagement and val			
-	s of creative, coordinated te public confidence requi					_	tly increase gift receipt	t levels in all
		ls and Resul			Means of		Location/list Source	
Initiatives/Strategies	Performance Measures	Baseline	Target	Freq	Evaluation/Assessment	Current Results	Documents	Improvements/date(s)
<ol> <li>Launch a new comprehensive annual giving program that</li> </ol>	Annual unrestricted gift revenue increase over prior year							
significantly improves the quality and consistency of direct response efforts;	Number of annual fund donors					357 (3/31/10 Semi- annual Report)	Office of Institutional Advancement (OIA)	
doubles the level of participation in the electronic giving	Average annual fund gift amount					\$1262 (3/31/10 Semi-annual Report)	OIA	
program; improves outreach to and	Annual alumni donor participation rate					11 (3/31/10 Semi- annual Report)	OIA	
solicitation of lapsed donors; and strengthens the cultivation of a core	Average alumni gift amount					\$650 (3/31/10 Semi-annual Report)	OIA	
group of potential major gift prospects.								

		Fiscal		Ass	ise School of Medicine sessment Report Jy 1, 2009 and ending June	e 30, 2014					
Strategic Focus: Communit	y Value Excellence				Responsible Person: Sall	y Davis					
Program Code: 4CV1	Goal: Growing philanthropy and enhancing community engagement and value recognition.										
-	-				advanced stewardship pra paign no later than Decem	-	ly increase gift receipt	t levels in all			
	· · ·	lls and Resul			Means of		Location/list Source				
Initiatives/Strategies	Performance Measures	Baseline	Target	Freq	Evaluation/Assessment	Current Results	Documents	Improvements/date(s)			
2. Redesign internal processes regarding private gift proposal development/submission,	Date revised internal processes implemented					01/25/10 – 03/31/10 (3/31/10 Semi- annual Report)	OIA				
program management and stewardship reporting to ensure	Number stewardship reports					11	OIA				
optimal coordination between the offices of Institutional	Number proposal development meetings					24	OIA				
Advancement, Grants and Contracts and the various academic units.											

		Fiscal Y		Assess	ichool of Medicine ment Report ., 2009 and ending Jun	e 30, 2014				
Strategic Focus: Communi	ity Value Excellence			Re	sponsible Person: Sall	y Davis				
Program Code: 4CV1	Goal: Growing philanth	ropy and er	hancing con	nmunity	y engagement and val	ue recognition.				
_	es of creative, coordinated ote public confidence requ	-	-				y increase gift receipt	t levels in all		
Define Goals and Results Means of										
Initiatives/Strategies	Performance Measures	Baseline	Target	Freq	Evaluation/Assessm ent	Current Results	Location/list Source Documents	Improvements/date(s)		
3. Complete a comprehensive analysis of scholarship,	Number of full tuition four-year merit scholarships	2	10	A		10	OIA			
fellowship and trainee stipend needs for all educational programs	Number of two- year stipends for PhD students	2	8	A		0	OIA			
utilizing the results to enhance fundraising solicitation material, and	Percent scholarship aid to total tuition and fee revenue	TBD	TBD	A		NA this report period	OIA			
bolster existing scholarship fundraising	Value of endowed scholarships	\$11.1M	\$40M	A		\$12300000	OIA			
efforts and special events.	Amount of annual endowed scholarships awarded	\$71,970	\$500,000	A		\$934581	OIA			
	Amount of annual direct scholarships awarded	\$276,725	\$500,000	A		\$631833	OIA			

		Fiscal		As	use School of Medicine sessment Report uly 1, 2009 and ending Jun	ne 30, 2014		
Strategic Focus: Commun	nity Value Excellence				Responsible Person: Sall	y Davis		
Program Code: 4CV1	Goal: Growing philanth	ropy and e	nhancing	g commi	unity engagement and val	ue recognition.		
•	ies of creative, coordinated ote public confidence requ					-	y increase gift receipt	levels in all
Initiatives/Strategies	Define Goal Performance Measures	ls and Resul <sup>.</sup> Baseline	ts Target	Freq	Means of Evaluation/Assessment	Current Results	Location/list Source Documents	Improvements/date(s)
4. Develop a comprehensive set of educational materials	Total value of planned gifts	TBD	TBD	A		Not available for the 3/31/10 Semi-annual Report	OIA	
for estate planning and deferred giving and	Number of major gifts secured (25K and over)	20	40%	Q				
create strategic	Number of planned gifts					5	OIA	
partnerships with financial advisors to	Number of planned giving donors					26	OIA	
conduct a series of estate planning seminars to cultivate targeted groups of donors.	Number of planned giving prospects					18	OIA	
targeted groups of								

			Ν		se School of Medicine sessment Report							
		Fiscal <b>`</b>	Year beg		ily 1, 2009 and ending Jun	e 30, 2014						
Strategic Focus: Commun	ity Value Excellence				Responsible Person: Sally	y Davis						
Program Code: 4CV1	Program Code: 4CV1 Goal: Growing philanthropy and enhancing community engagement and value recognition.											
4.1. Implement a series of creative, coordinated fund raising strategies and advanced stewardship practices that significantly increase gift receipt levels in all categories, and promote public confidence required to launch a capital campaign no later than December 2012.												
	Define Goal	s and Result	s		Means of		Location/list Source					
Initiatives/Strategies	Performance Measures	Baseline	Target	Freq	Evaluation/Assessment	Current Results	Documents	Improvements/date(s)				
5. Re-establish the Board of Advisors as a philanthropic support organization consisting of local, regional, and nationally recognized	Date of capital campaign public announcement	N/A	July 2012	N/A								
civic and corporate leaders and complete a capital campaign												
feasibility study and case statement by December 2010.												

					ouse School of Medicine			
		Fices	l Voar bo		ssessment Report July 1, 2009 and ending Ju	no 30 2011		
Strategic Focus: Communi	ity Value Excellence	FISCO		giinnig	Responsible Person: Sall			
Program Code: 4CV2		nropy and e	nhancing	commu	inity engagement and val			
4.2. Strengthen brand programs.	recognition of MSM and I						n services and commur	nity outreach
	Define Goa	ls and Resul	ts		Means of		Location/list Source	
Initiatives/Strategies	Performance Measures	Baseline	Target	Freq	Evaluation/Assessment	Current Results	Documents	Improvements/date(s)
1. Engage consultants to produce a brand identity program; restructure our Web site, enhancing	Annual community perception survey ratings for MSM	TBD	TBD	A				
appearance, navigation and functionality; and launch a cost-effective advertising and public awareness campaign by	Annual community perception survey ratings for MMA	TBD	TBD	A				
January2010.	Number of page views to MSM website per quarter	TBD	TBD	Q				

		Fisc	al Year b		nouse School of Medicine Assessment Report g July 1, 2009 and ending Ju	une 30, 2014		
Strategic Focus: Commur	nity Value Excellence				Responsible Person: Sally			
Program Code: 4CV2					unity engagement and valu			
4.2. Strengthen bran	d recognition of MSM and N	-		greater	public awareness of our a	cademic, research, healtl	n services and commur	nity outreach programs.
Initiatives/Strategies	Define Goa	ls and Resul <sup>·</sup>	ts		Means of	Current Results	Location/list Source	Improvements/date(s)
initiatives/strategies	Performance Measures	Baseline	Target	Freq	Evaluation/Assessment	current Results	Documents	improvements/date(s)
2. Implement media training and create a speakers bureau to better prepare and	Number of regional media placements per quarter (print and wire)	312	450	Q		458 (03/31/10 Semi- annual Report	Office of Institutional Advancement OIA)	
position key faculty as health and biomedical science experts in local and national media coverage and special	Number of national media placements per quarter (print and wire)	1198	1930	Q		1471	OIA	
events.								

		Fisc	al Year h	,	ouse School of Medicine Assessment Report g July 1, 2009 and ending Ju	une 30 2014		
Strategic Focus: Commun	ity Value Excellence	1150		CBIIIII	Responsible Person: Sall			
Program Code: 4CV2		ropy and e	enhancing	g comm	unity engagement and val	-		
4.2. Strengthen brand	l recognition of MSM and I	MMA, and	promote	greater	public awareness of our a	cademic, research, healtl	n services and commur	nity outreach programs.
	Define Goa	ls and Resul	ts		Means of		Location/list Source	
Initiatives/Strategies	Performance Measures	Baseline	Target	Freq	Evaluation/Assessment	Current Results	Documents	Improvements/date(s)
3. In partnership with the other AUCC institutions create a collaborative campus and community development master plan that supports economic development, creates distinctive gateways and traffic flows, advocates campus and community wide safety initiatives and promotes livable communities and healthier lifestyles.								

					ouse School of Medicine Assessment Report			
		Fisc	al Year b	eginning	July 1, 2009 and ending J	June 30, 2014		
Strategic Focus: Commun	ity Value Excellence				Responsible Person: Sal	ly Davis		
Program Code: 4CV2	Goal: Growing philanth	ropy and e	enhancing	<mark>g comm</mark> i	unity engagement and va	lue recognition.		
4.2. Strengthen brand	recognition of MSM and N			greater	public awareness of our a	academic, research, healt	h services and commur	nity outreach programs.
	Define Goa	s and Resul	ts		Means of		Location/list Source	
Initiatives/Strategies	Performance Measures	Baseline	Target	Freq	Evaluation/Assessment	Current Results	Documents	Improvements/date(s)
4. Enhance e-learning capacity of the MSM continuing education program and expand the	Total number of continuing medical education programs	27	<u>&lt;</u> 40	A				
number and diversity of course offerings to community physicians and other healthcare	Total number of continuing education offerings	TBD	TBD	A				
practitioners.	Number E-learning programs	TBD	TBD	A		Pediatrics has two programs (03/31/10 Semi-annual Report)	Department of Pediatrics	
	Number of MSM faculty participating	TBD	TBD	A		80	CME Office	
	Number of community physicians participating	TBD	TBD	A		165	CME Office	

		Fisca		As	use School of Medicine sessment Report uly 1, 2009 and ending Ju	ne 30, 2014		
Strategic Focus: Commun	ity Value Excellence				Responsible Person: Sally	/ Davis		
Program Code: 4CV3	Goal: Growing philanth	nropy and e	nhancing c	ommui	nity engagement and valu	ue recognition.		
4.3. Establish a distin and public policy pro	ctive niche for MSM as a na grams.	ational lead	ler in the m	anager	nent and coordination of	community health adv	ocacy, education, leade	rship development
	Define Goa	als and Resu	lts		Means of		Location/list Source	
Initiatives/Strategies	Performance Measures	Baseline	Target	Freq	Evaluation/Assessment	Current Results	Documents	Improvements/date(s)
1. Implement programs to become the training and resource center of choice for medical directors and other clinician-leaders in	Number of requests for training activities and resources from community health centers	TBD	TBD	A				
migrant, homeless, and rural or inner-city Community Health	Number of MSM initiated training activities conducted	TBD	TBD	A				
Centers.	Number of participants in each training and community activity	\$2.7m	\$15.0M	A				

		Morek	nouse School of Medicine			
			Assessment Report			
			g July 1, 2009 and ending Ju	ne 30, 2014		
Strategic Focus: Commun	ity Value Excellence		Responsible Person: Sall			
Program Code: 4CV3	Goal: Growing philanth	ropy and enhancing com	nunity engagement and val	ue recognition.		
4.3. Establish a disting and public policy prog		ational leader in the mana	gement and coordination o	f community health advo	ocacy, education, lead	ership development
	Define Goa	ls and Results	Means of		Location/list Source	
Initiatives/Strategies	Performance Measures	Baseline Target Freq	Evaluation/Assessment	Current Results	Documents	Improvements/date(s)
2. Assess the benefits and feasibility of reorganizing the Department of Community Health & Preventive Medicine and the National Center for Primary Care (NCPC) into a single academic unit.						

		Moreh	ouse School of Medicine			
			Assessment Report			
		Fiscal Year beginning	July 1, 2009 and ending Ju	une 30, 2014		
Strategic Focus: Communi			Responsible Person: Sal	-		
Program Code: 4CV3		ropy and enhancing comm				
4.3. Establish a disting and public policy prog		ational leader in the manag	ement and coordination o	of community health adv	ocacy, education, lead	ership development
	Define Goal	ls and Results	Means of		Location/list Source	
Initiatives/Strategies	Performance Measures	Baseline Target Freq	Evaluation/Assessment	Current Results	Documents	Improvements/date(s)
3. Pursue acceptance of the NCPC as the central coordinating entity for the creation of a national umbrella organization of primary care clinicians serving the underserved, joining forces with the Association of Clinicians for the Underserved, Migrant Clinicians Network, and Healthcare for the Homeless Coalition.						

Morehouse School of Medicine										
Assessment Report Fiscal Year beginning July 1, 2009 and ending June 30, 2014										
Strategic Focus: Community Value Excellence Responsible Person:										
Program Code: 4CV4		Goal: Growing philanthropy and enhancing community engagement and value recognition.								
4.4. Maintain a robust and well coordinated local, state and federal government relations program that ensures appropriate levels of public funding support for continued advancement of academic and patient care programs.										
Initiatives/Strategies	Define Goa	ls and Resul	ts		Means of Evaluation/Assessment	Current Results	Location/list Source Documents	Improvements/date(s)		
	Performance Measures	Baseline	Target	Freq						
1. Aggressively promote the reauthorization of and increased appropriations for the Title III Higher Education Act and the Title VII Public Health Services Act, seeking greater flexibility in the use of Title III and Title VII funds and ensuring the continuation of all diversity related health programs and funding levels no less than FY 2005.										

Morehouse School of Medicine										
Assessment Report										
Fiscal Year beginning July 1, 2009 and ending June 30, 2014										
Strategic Focus: Community Value Excellence     Responsible Person:										
Program Code: 4CV4	Goal: Growing philanthropy and enhancing community engagement and value recognition.									
4.4. Maintain a robus	4.4. Maintain a robust and well coordinated local, state and federal government relations program that ensures appropriate levels of public funding support for continued									
advancement of acad	emic and patient care prog	rams.								
Initiatives/Strategies	Define Goa	ls and Resu	ts		Means of Evaluation/Assessment	Current Results	Location/list Source Documents	Improvements/date(s)		
	Performance Measures	Baseline	Target	Freq						
2. Aggressively pursue an appropriate increase in the annual State	Amount of federal funding for priority capital projects	\$2.7M	\$15.5M	A						
Operating Grant (state	Amount of state funding	\$11.90	\$15.5M	Α						
appropriation) in support of class size expansion; and secure at least \$15 million of federal appropriation funding in support of priority capital projects.	Amount of federal funding exclusive of research and development projects	\$32.2M	\$40M	A						

				N 4 1						
	Morehouse School of Medicine									
Assessment Report										
		Fisca	al Year be	eginning	July 1, 2009 and ending Ju	une 30, 2014				
Strategic Focus: Community Value Excellence     Responsible Person:										
Program Code: 4CV4	Goal: Growing philanthropy and enhancing community engagement and value recognition.									
4.4. Maintain a robust	and well coordinated location	al, state and	d federal	governn	nent relations program th	nat ensures appropriate le	evels of public funding	support for continued		
advancement of acade	emic and patient care prog	grams.								
Initiatives/Strategies	Define Goals and Results				Means of		Location/list Source			
	Performance Measures	Baseline	Target	Freq	Evaluation/Assessment	Current Results	Documents	Improvements/date(s)		
3. Seek new funding										
(operational and										
endowment) for NCPC										
program expansion via										
the cooperative										
agreement administered										
by the Office of Minority										
Health., U.S. Department of Health & Human Services.										