

Administrative Support Services Processes

Key Process	Process Needs (What are the main components or steps of the process?)	Process Management (How is the process managed on a day-to-day basis that ensures meeting student and stakeholder needs?)	Process Measures (How to we assess our processes, where can data be found on the assessment of this process?)	Use of Results (Who looks at the information and what is done with it? How do we improve our process?)
Institutional Information and Marketing	Board of Directors Silver Cougar Club newsletter Donor culturation Mini-Grants and College & program enhancements Radio, newspaper and television advertising Publication of schedules, program fliers, etc. Press releases	Monthly administrative meeting with Board of Directors Monthly Board Meeting - all members Silver Cougar Club (SCC) classes and events Receive and acknowledge donations Manage SCC membership Maintain SCC data base Publication deadlines determined by Director of Public Relations and Registrar Web page design and communication	Feedback and dialogue with Board of Directors Annual funds raised Number of attendees at events Number enrolled in classes Growth of donor base and endowments Feedback from donors and constituents Student and stakeholder satisfaction	Board of Directors Various groups and marketing team
Endowment	Endowment Newsletter Fund Raising Scholarships	Updated Alumni contact lists Plan events Determine Scholarship requirements	Annual funds raised Number of scholarships given	Analyzed by the Director of Institutional Advancement and Auditors
Information Systems	See Category 7, Measuring Effectiveness			
Technology Services	Provide support for student computer labs Provide support for employee work stations (computer, telecommunications and audiovisual) Classroom technology Ordering computers/software	Assignment of request Technology rotation plan	Feedback from employees and students	Feedback analyzed by Dean of Information Services