

**Assessment Plan Table  
Hobe Sound Bible College  
Institutional Advancement  
Mr. Paul Stetler**

<b>Objectives</b>	<b>Assessment Criteria &amp; Procedures</b>	<b>Assessment Results 2021 – 2022</b>	<b>Use of Results Planned for 2022 - 2023</b>
1. <b>Develop</b> new fundraising opportunities in a Covid Conscious world.	5K	We used a fundraiser that did not deplete the resources of those we normally use.	Will continue to do fundraisers such as this.
2. <b>Maintain Alumni Database and update it</b>	Working on contacting alumni and updating their information.	Our alumni list is still incomplete but being actively worked on.	Use contractor to help update alumni list.
3. <b>Maintain</b> contact with our current donor base and pursue new prospects.	Send <b>regular mailings</b> , make <b>personal contacts</b> , and plan <b>annual events</b> .	Our phonathon income was consistent with last year's fundraising.	Try to increase our other fundraising events.
4. Fundraise for new Crawford Center	Identify new major donors.	We have located new donors that are willing to donate to large projects.	Money has been raised for the new Crawford Center. We need to raised another \$500,000.