4.1. Implement a series of creative, coordinated fund raising strategies and advanced stewardship practices that significarethsingift receipt levels in all categories, and promote public confidence required to launch a capital campaign no later than December 2012.

	Define Goals and Results				Means of	Location/list Source		
Initiatives/Strategies	PerformanceMeasures	Baseline	Target	Freq	Evaluation/Assessment	Ourrent Results	Documents	Improvements/date(s)
1. Launch a new	Annual unrestricted							
comprehensive annual	gift revenue increase							
giving program that	over prior year							
significantly improves the						357 (3/31/10 Semi	Office of	
quality and consistency of	fdonors					annual Report)	Institutional	
direct response efforts;							Advancement (OIA)	
doubles the level of	Average annual fund					\$1262(3/31/10	OIA	
participation in the	gift amount					Semiannual		
electronic giving						Report)		
program; improves	Annual alumni donor					11 (3/31/10 Semi	OIA	
outreach to and	participation rate					annual Report)		
solicitation of lapsed	Average alumni gift					\$650(3/31/10	OIA	
donors; and strengthens	amount					Semiannual		
the cultivation of a core						Report)		
group of potential major								
gift prospects.								

Morehouse School of Medicine Assessment Report Fiscal Year beginning July 1, 2009 and ending June 30, 2014

Responsible Persosally Davis

Strategic Focuscommunity Value Excellence

Fiscal Year beginning Juli, 2009 and ending June 30, 2014

Strategic Focus: Community Value Excellence

Responsible Person: Sally Davis

Program Code: 40V Goal:Growing philanthropy and enhancing community engagement and value recognition.

4.1. Implement a series of creative pordinated 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.

1	Define Goa	lls and Res	ults		Means of	Location/list Source		
Initiatives/Strategies	PerformanceMeasures	Baseline	Target	Freq	Evaluation/Assessment	Current Results	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 Semiannual Report		
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	Number of planned giving prospects					18	OIA	
targeted groups of donors.								

Fiscal Year beginning July 1, 2009 and ending June 30, 2014

Strategic Focus: Community Value Excellence

Responsible Person: Sally Davis

Program Code: 4CV2

Goal: Growing philanthropy and enhancing community engagement and value recognition.

4.2. Strengthen brand recognition of MSM and MMA, and promote greater public auSnt a publia[prl rl[ppy,m(nt hee)6r)2(e)(py)(7chETee)6r04.50a[po un

Fiscal Year beginning July 1, 2009 and ending June 30, 2014

Strategic Focus: Community Value Excellence

Responsible Person: Sally Davis

Program Code: 4CV2 Goal: Growing philanthropy and enhancing community engagement and value recognition.

4.2. Strengthen brand recognition of MSM and MMA, and promote greater public awareness of our academic, research, health services and community outreach programs.

	Define Goal	s and Result	ts	Means of		Location/list Source	7 1 3
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							
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.							

Morehouse School of Medicine Assessment Report
Fiscal Year beginning July 1, 2009 and ending June 30, 2014
Responsible Person: Sally Davis

Strategic Focus: Community Value Excellence

Fiscal Year beginning July 1, 2009 and ending June 30, 2014

Strategic Focus: Community Value Excellence

Value Excellence Responsible Person: Sally Davis
Goal: Growing philanthropy and enhancing community engagement and value recognition. Program Code: 4CV3

4.3. Establish a distinctive niche for MSM as a national leader in the management and coordination of community health advocacy, education, leadership development and public policy programs.

	Define Goal	s and Result	ts		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.								

Fiscal Year beginning July 1, 2009 and ending June 30, 2014

Strategic Focus: Community Value Excellence

Responsible Person: Sally Davis

Program Code: 4CV3 Goal: Growing philanthropy and enhancing community engagement and value recognition.

4.3. Establish a distinctive niche for MSM as a national leader in the management and coordination of community health advocacy, education, leadership development and public policy programs.

Lilia i (Classic)	Define Goal	s and Resul	ts		Means of	0 15 1	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.								

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.

	Define Goal	s and Results		l	
Initiatives/Strategies					
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 J	uly 1, 2009 and ending Jun	e 30, 2014						
Strategic Focus: Community Value Excellence Responsible Person:								
Program Code: 4CV4 Goal: Growing philanthropy and enhancing communications of the communication of the communicati	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 governm	ent relations program tha	t ensures appropriate le	vels of public funding	support for continued				
advancement of academic and patient care programs.								
Define Goals and Results	Means of		Location/list Source					
Initiatives/Strategies	Evaluation/Assessment	Current Results	Documents	Improvements/date(s)				
	Transaction, 7 to 5 cost Horizontal		2000					