

Skyline College Balanced Scorecard

Outcome Measure Data Sheet

Perspective: Innovation and Growth		Measure Name: Amount of PIF Funding		Indicator: Program and Service Enhancements	
College Strategy: 1.1 Innovative Programs, Services and Modes of Delivery			College Goal: 1		
Description: The amount of funds raised by the President's Council at the President's Breakfast annually. Funds are raised for the President's Innovation Fund which is used to support faculty and staff projects in their effort to promote student success and to meet college goals.					
Lead/Lag: Lead		Frequency: Annual		Unit Type: Count	
Polarity: High values are good					
Formula: The total amount that is raised in gifts and 3 year pledges from the annual President's Breakfast.					
Data Source: Skyline College Office of Development, Marketing and Public Relations					
Data Quality: High-received directly from the Office of Development, Marketing and Public Relations			Data Collector: Director of Development, Marketing and PR		
			Owner: Director of Development, Marketing and PR		
Scorecard Control Limits: Slightly below benchmark is 10% below the benchmark. Well below benchmark is 11% or greater below the benchmark.			Benchmark: Benchmark is based on the fundraising goal for the President's Breakfast set by the President's Council. The baseline established in 2005/06 was set at \$50,000 annually.		
			Benchmark Rationale: The benchmark is based on an average of past fundraising at the annual President's Breakfast and projections or goals set at the end of each year.		
			College Initiatives Links		
			1. Enrollment Management: Retention and Outreach		
			2. Education Master Plan		
			3. Resource Development		