

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

Strategic Focus: Community Value Excellence Responsible Person: **Sally Davis**

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.

Initiatives/Strategies	Define Goals and Results				Means of Evaluation/Assessment	Current Results	Location/list Source Documents	Improvements/date(s)
	Performance Measures	Baseline	Target	Freq				
3. Complete a comprehensive analysis of scholarship, fellowship and trainee stipend needs for all educational programs utilizing the results to enhance fundraising solicitation material, and bolster existing scholarship fundraising efforts and special events.	Number of full tuition four-year merit scholarships	2	10	A		10	OIA	
	Number of two- year stipends for PhD students	2	8	A		0	OIA	
	Percent scholarship aid to total tuition and fee revenue	TBD	TBD	A		NA this report period	OIA	
	Value of endowed scholarships	\$11.1M	\$40M	A		\$12300000	OIA	
	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	

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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.

Initiatives/Strategies	Define Goals and Results				Means of Evaluation/Assessment	Current Results	Location/list Source Documents	Improvements/date(s)
	Performance Measures	Baseline	Target	Freq				
4. Enhance e-learning capacity of the MSM continuing education program and expand the number and diversity of course offerings to community physicians and other healthcare practitioners.	Total number of continuing medical education programs	27	≤40	A				
	Total number of continuing education offerings	TBD	TBD	A				
	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	

