The Shawn M. Donnelley Center for Nonprofit Communications
Annual Report 2008-2009

1. Executive Summary

The Shawn M. Donnelley Center is an excellent example of a program making a positive impact on the community. The center offers a technologically advanced environment in which students gain hands-on experience with real communications planning and implementation while helping clients in need of their assistance. Students apply their skills in print, photography, web design, advertising and public relations to provide work free of charge to nonprofit organizations to help them inform the community about their services.

2. Unit Identification or Profile Summary

2.1 Official name of the unit and the mission or purpose statement of the unit

The Shawn M. Donnelley Center for Nonprofit Communications

The Donnelley Center offers communication students an opportunity to assist nonprofit organizations in the New Orleans community with advertising and promotional campaigns, providing services as simple as the design of a flyer, or as complex as an integrated communications campaign.

2.2 General statement and descriptive information concerning the unit

Students gain invaluable hands-on design, advertising, and public relations experience while providing a much-needed service to organizations that cannot afford to hire professionals to promote their organization and mission.

Donnelley Center lab assistants maintain the Donnelley Center’s computer lab and assist other students with design work for classes. Several classes undertake projects for nonprofit clients, often referred to them by the Donnelley Center.

In addition, Donnelley Center lab assistants volunteer to work on projects for nonprofit clients throughout the year. Projects range from assembling annual reports and brochures to creating logos. They also include web design and multi-media projects.

2.2.1 Headcounts of full-time and part-time staff

2.2.2 Headcounts of faculty (if appropriate): tenured, tenure track, full-time extraordinary, and part-time adjunct
2.2.3  Headcounts of full-time and part-time undergraduate students (if appropriate)

Five students work part-time for the Center as lab assistants.

2.2.4  Headcounts of full-time and part-time graduate students (if appropriate)
2.2.5  Retention rates of full-time degree-seeking students by program: fall-to-fall and fall-to-spring.
2.2.6  Graduation rates for entering students by cohort year by program.

3.  Assessment

3.1  General statement on how assessment is conducted within the unit (The unit’s assessment plan should be posted to its Intranet site)

We do not have a formal assessment procedure. Informally, student work is critiqued by faculty and clients.

3.2  Outline the unit's program goals for the previous year (include how these goals are strategic to both the unit’s and the university’s mission; these should be based on the unit’s strategic plan)

The goal of the Donnelley Center is to provide free services to as many nonprofit organizations as time allows. The students’ voluntary work accords with the university’s mission to prepare students “to lead meaningful lives with and for others; to pursue truth, wisdom, and virtue; and to work for a more just world.” The Donnelley Center’s activities also support the University Strategic Plan to enhance Jesuit values, “our educational philosophy that seeks to educate men and women for others. Community-based learning and volunteer service are essential elements. Our goal is to help prepare our graduates to take their place in this ever-changing world as competent, concerned, responsible members who will make a visible difference in New Orleans, their home community, their nation and the world.” (Loyola 2012, p.2)

3.3  Outline the unit's student learning outcomes for the previous year

Students gain valuable experience in working with clients while adding to their own communications portfolios.

3.4  Describe the previous year's assessment activities, both of internal (within Loyola) and external (outside Loyola) factors affecting the unit

The Donnelley Center does not have a formal assessment plan at this time.

3.5  Describe the assessment of community-based learning, community-engaged activities, or community-related goals (if applicable)

3.6  Briefly describe the results found through the assessment of the previous year's program goals, student learning outcomes, and any community-related goals
4. **Summary of Achievements** (1 page max)

4.1 Unit as a whole

During the 2008-2009 academic year, the Donnelley Center served the following clients:

New Orleans Bicycle Coalition
Bayou Rebirth
Carrolton-Riverbend Neighborhood Association
Fourth World Movement
Salvation Army
The First Tee
Myra Bordelon Burson Foundation
JGate
Green Light New Orleans
Resurrection After Exoneration
Puentes
Each One Save One
Hike for KaTREEna
Gulf Restoration Network
Legal Services Corp.
Green Light New Orleans
Lusher Charter School
New Orleans Vocal Arts Chorale
Make New Orleans Home
Social Entrepreneurs of New Orleans
Lower 9
Desire Documentary Project
Lights Out NOLA
Louisiana Green Corps
Tulane Institute on Water Resources, Law and Policy
Umoja Community Center
Crescent City Radio Station
Loyola Student Peace Conference
Loyola Campus sustainability Student Group
4.2 Faculty achievements/service (if appropriate)
4.3 Staff achievements/service
4.4 Student achievements (if appropriate)

4.5 Community engagement achievements (if appropriate)
(See above list of community clients.)

5. **Budget for previous year and upcoming year's goals** (2 pages max)
5.1 Previous FY salary, operating, and total budgets. Budget actuals will be provided by the Office of Institutional Research and supplied to the college deans and division vice presidents for dissemination their respective departments.

Every year since its inception, the Donnelley Center has received a $20,000 grant from the Donnelley Family Foundation.

5.1.1 Previous FY budget discussion (Provide a narrative of the previous year's budget and spending, including an assessment of the adequacy of the budget to 1) support and operate the unit and 2) support the unit's strategic goals.)

The budget is adequate to support our needs and to help us achieve our goals. We are able to upgrade computers, printers and other hardware and software as needed. The budget also pays for half of the Donnelley Center lab assistants’ salaries (the School of Mass Communication pays the other half), which they earn by keeping the lab open throughout the week.

5.2 Upcoming FY salary, operating and total budgets. Provide expected budget if the unit’s budget hasn't been finalized.

We expect to receive our annual $20,000.

5.2.1 Upcoming FY budget discussion (Provide a narrative of the upcoming year's budget and expected spending, including an assessment of the adequacy of the budget to 1) support and operate the unit and 2) support the unit's strategic goals.)

Next year we will need to upgrade our computers. We have 16 computers in the center and estimate the cost to be about $30,000. Money left from this year’s budget will help cover the costs. Lab assistant salaries will run about $7,000 and other $1,000-$1,500 will be needed for ink, toner and paper. We have budgeted for these expenditures, as we usually replace our computers every three years.

In order to produce the best work and to give our students the best educational experience it is necessary to upgrade the technology to keep it current.

6. **Planning and goals for the upcoming year** (2 pages max)
6.1 General statement describing the process of strategic planning in the unit and how the strategic plan has informed the development of the upcoming year's goals. (The current strategic plan should be posted on the unit’s Intranet site.)

Our plan, as always, is to continue to provide much-needed services to the nonprofit community and to produce professional work that will best serve their interests.

6.2 Describe how the unit’s strategic plan supports the mission or strategic goals of the university.

Our plans to assist those who need our help support the university’s goals: to enhance Jesuit values, to educate men and women for others and “to help prepare our graduates to take their place in this ever-changing world as competent, concerned, responsible members who will make a visible difference in New Orleans, their home community, their nation and the world.” (Loyola 2012, p.2)

6.3 Describe the program goals for the upcoming year. (Indicate how assessment during the previous year has been used to inform the development of the upcoming year's goals.)

The satisfaction of the clients with Donnelley Center work continues to attract new clients and returning clients to the Donnelley Center.

6.4 Describe the student learning outcomes for the upcoming year. (Indicate how assessment during the previous year has been used to inform the development of the upcoming year's goals.)

Donnelley Center students will learn how to work with clients as well as enhancing their design and other communication skills while creating real work for real clients.

6.5 Description of planned involvement of non-Loyola community in strategic goals or the activities planned to achieve those goals, such as community-based learning, community-engaged activities, or community-related goals (if applicable)

Client needs and expectations play an integral role in Donnelley Center operations. We work closely with community nonprofits to give them the help they need.

6.6 Description of the resources that will support the goals for the upcoming year
6.7 Assessment plan for upcoming year's goals

7. Appendices
7.1 Data collection tools for student data (Provide a copy of any tools that the unit uses to collect data about student achievement, such as senior exit exams, student learning outcome rubrics for courses, interview protocols for graduating seniors, etc.)

7.2 Data collection tools for other data (Provide a copy of any other tools the unit might use to collect data not listed in 7.1)
7.3 Assessment reports (At the unit’s discretion, provide a copy of any assessment reports that the unit has generated as a result of the previous year’s assessment activities)
7.4 Any supporting documentation the unit sees fit to include in the annual report