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**A PROPOSED INSTITUTIONAL ADVANCEMENT PROGRAM
FOR LA SALLE GREEN HILLS**

000243

**A Thesis
Presented to
the Faculty of the Graduate School
De La Salle University**

**In Partial Fulfillment
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Master of Educational Management**

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THESIS ABSTRACT

This study is an attempt to design an institutional advancement program responsive to the needs of La Salle Green Hills. To this end it analyzed past and present practices in the advancement field which are inherent to its general academic programs. It also assessed the opinions and judgement of eight different sectors representing the internal and external publics of the school towards formulating a policy to sustain an institutional advancement program.

The instruments used to gather data for this descriptive research were : (1) Survey questionnaire for the sectoral opinion and judgement on importance and acceptability of the aspects of institutional advancement policy development to support a related program; (2) inventory of institutional advancement practices in four development periods of the school.

The high modal and mean scores given by the sectors (4-5 from important to very important and acceptable to very acceptable) show that an institutional advancement program is a very welcome



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development for La Salle Green Hills. The status of institutional advancement practices in the four growth periods of the school show that such practices gradually evolved from least number of such practices by the school from its first year of operation to practicing almost all of such practices in the thirty fifth year of operation and would have to be crystallized in the targeted program for the school.

The conclusions drawn as a result of this study are: A systematic, effective and continuous Institutional Advancement Program can be developed based on: The analysis of past and present practices and documents related to institutional advancement that have evolved in the school; and the high importance and acceptance given by school sectors on developing a policy to sustain an institutional advancement program. The growth of institutional advancement practices at La Salle Green Hills is in similar positive direction of its own institutional growth in terms of population, educational programs and organizational development.

For recommendation, the following are suggested:
(1) adoption of the model institutional advancement program formulated for the school as part of the schools



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institutional manual (IOM); (2) creation of a sectoral representative institutional advancement committee by the school President including experts in the public relations field; (3) continuous implementation of the Institutional Advancement Program designed and formulated for the school; (4) preparation of the specific schedule of activities by operations areas to be covered with advancement strategies by the Institutional Advancement Office as coordinated with head administrators and the institutional advancement committee; (5) Evaluation and/or periodic review of activities approved for implementation at intervals endorsed by the institutional advancement committee.



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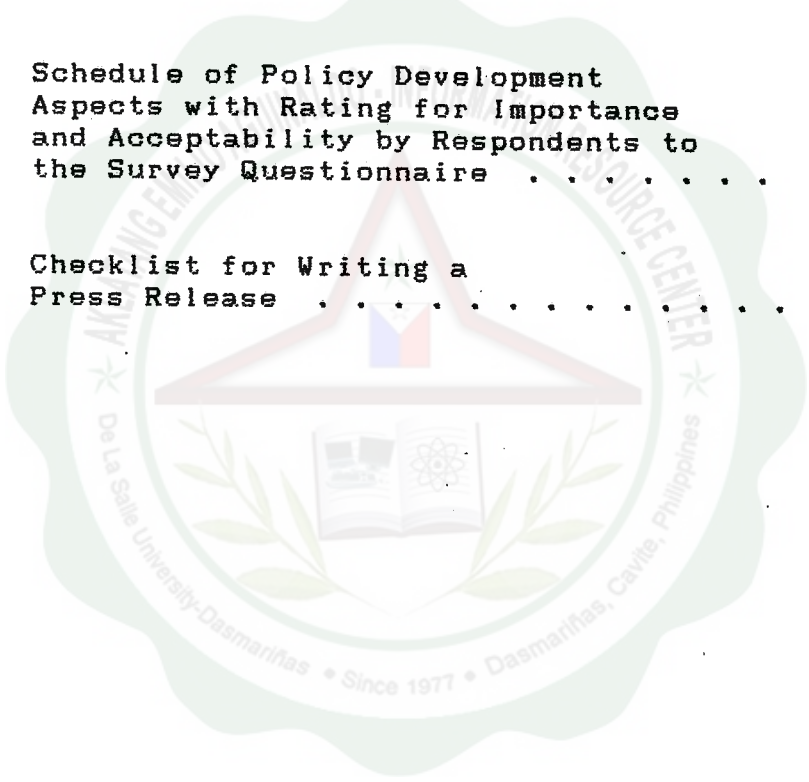
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