



Annual Program Review 2011-2012 ADMINISTRATIVE PROGRAMS

FOUNDATION OFFICE

Authorization

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Date Received by Program Review: *November 4, 2011*

Overview of the Program

Statement of Purpose – briefly describe in 1-3 sentences.

The Foundation's primary purpose is to raise funds that support Glendale Community College facilities, programs, and help students through scholarships, and to build public awareness of the college in the local and surrounding communities.

Please list the **most significant achievement** accomplished since your last program review.

We have built a Foundation Board of Directors who understand their role as fundraisers for the college, and as a result have raised 31% more money in 2010-2011 than in the previous year, largely due to their and staff's personal involvement.

List the current major strengths of your program

1. Committed Board and staff
2. Engaged faculty and supportive campus
3. Increased community visibility

List the current weaknesses of your program

1. Small staff
2. Weak Alumni Association
3. Weak Major Giving Program

1.0. Trend Analysis

Using the data provided by your program, indicate trends (e.g., steady, increasing, decreasing, etc.) for each of the following measures.

Service / Function	Services Provided	Measurement	Academic Years			TREND
			2008-2009	2009-2010	2010-2011	
Fundraising	Work with the Foundation board to raise funds for the college through special events, face to face asks, and an annual appeals.	Total Donations	\$385,707	\$320,855	\$465,000	Increasing
Major Donors	\$1,000+ Cumulative annual. This is a one-on-one program where staff and board make personal asks.		\$283,000	\$271,000	\$359,000	Increasing
Endowment Fund	Work with Finance Committee and Investment Manager to oversee the pooled investment funds of the Foundation.	Investment Growth	\$1,342,540	\$834,212	\$1.2m	Volatility in the market

STAFFING	Management	Classified	Hourly	Student Workers Hours
2007-2008	0	2		10
2008-2009	1	2		10
2009-2010	1	2		20
2010-2011	1	2		20

1.1. Describe any trends and how this affects students (if applicable) your service recipients, program or the district.

We are able to raise more money to benefit students and the college as a result of stronger fundraising.

1.2. Is there other relevant quantitative/qualitative information that affects the evaluation of your program?

Our ability to raise additional money is related to number of staff available to help implement our fundraising activities.

2.0. Outcomes

Please provide the following information for each service/function within this area.

Program Service/Function	Outcome Developed	Have outcomes been assessed? Yes or No	Has the assessment data been analyzed? Yes or No	Has the data been used for program improvement?
Fundraising	1. Increase the number of major donors to the Foundation. 2. Increase our outreach efforts to Alumni	Yes	Yes	Yes
Community Relations	Increase the visibility of the college to the local and surrounding communities.	Yes	Yes	Yes

2.1. Please comment on your answers above. Include whether evidence from assessments shows that the program is improving and/or achieving desired outcomes.

We are moving in the right direction by increasing the number of donors who are contributing a minimum of \$1,000 annually through our President's Circle and other donation opportunities. This has led to a 40% increase this past year of major donors. We are also in the process of verifying alumni information and developing a communication plan in order to involve more alumni in the college's 85th Anniversary celebration.

2.2 Briefly summarize any elements of your program/services that have been changed or will be changed as a result of assessments.

We need to continue increasing total major donations and to further develop our alumni association. Fundraising staffing continues to be an issue in our ability to grow.

2.3 Based on the program assessment evidence you have gathered, please comment briefly on how far along your department/program is in the assessment process and your plans to continue progress.

We have completed one cycle of assessments for both outcomes, which have led to a strong improvement in fundraising dollars as well as greater community visibility. We will develop another outcome for the next phase of fundraising which will focus on bringing in more gifts from the outside community.

We will also focus on strengthening our Alumni Association and building our alumni outreach efforts.

3.0. Reflection and Action Plans

- 3.1 What recent activities, dialogues, discussions, etc. have occurred to improve program outcomes or processes?

We have been in discussion with several consulting companies on better ways to manage our technology, and on using social media to market more effectively to our various constituents. This is critical in the absence of adequate staffing.

- 3.2 Using the weaknesses, trends and assessment outcomes listed on the previous pages as a basis for your comments, please briefly describe your plans and/or modifications for program improvements.

Plans or Modifications	Anticipated Improvements
Requesting a Foundation Development Coordinator to help with our Alumni work.	This additional and critical staff position will help us to raise additional funds for the college.
Increase the numbers of prospects with whom we communicate.	We will have a larger pool to draw from for engagement in the college as donors and active participants in college activities.
Increase the number of major donors	We are actively engaging the Foundation Board in building our major gifts program, and are expanding the opportunities that donors have to make major gifts to the Foundation.

Format Rev. 10.19.11

2011 PROGRAM REVIEW**FOUNDATION**
*Alumni Coordinator***A: FND-1****Section 4: CHAC REQUEST**If this is a repeat request, please list the year(s) requested: **Yes, 2010-2011****4.1.** Describe the position including the complete description used to advertise for the position. Also include the division/department/program or service and full-time percentage for the position.

A full-time Alumni Coordinator will provide assistance in the planning and coordination of alumni events and under the direction of the Foundation Director, implements alumni fund-raising opportunities. This position requires the ability to input computer data and prepare a variety of reports and correspondence, and respond to a variety of inquiries from alumni, faculty and staff members and the general public. Creates and disseminates information to the public, campus, and the media, including social media, and works with the Alumni Board to further the goals they define.

4.2 Criteria:

- a) Are there state or federal mandates particular to this program/service?
If so, please describe.

NA

- b) How does this position support the objectives and functions of the college in regards to the Mission Statement, EMP goals, annual college goals and/or student need?

This position will help us to achieve "fiscal stability" (EMP Goal #4) by increasing donations to the Foundation, which in turn will enable us to provide more dollar support to the college. It will also increase our visibility since many alumni live in Glendale or surrounding communities.

- c) Please provide quantitative data to support your request (such as program review, research office reports, surveys, etc.)

A Doctoral Dissertation by Lisa Ann Skari on Alumni Giving in Community Colleges was published in May 2011, which is available upon demand. The methodology is very robust, and supports the premise that alumni of community colleges are just as likely to give to us as to four-year colleges. This is the first research of its kind to validate the importance of focusing on alumni. The number 1 reason that community college alumni don't give is that they haven't been asked to donate. Factors that lead to them giving are similar to 4-year colleges: their financial ability, having had a good experience at the college, and actually being asked to donate.

- d) Is this request related to compliance with a collective bargaining agreement?
If so, please explain.

NA

- e) Are there industry standards that directly relate to this position? If so, please explain.

NA

4.3 Additional Information

- a) What implications does the addition of this position have on: budget, staffing, facilities and equipment?

- b) Discuss any benefits your program may have lost from not receiving this requested position.

We now have many thousands of alumni who are potential donors to the college, but we need more help to manage the sheer numbers and to build appropriate relationships with them.

- c) Are there any special concerns that are not addressed in this request? If so, please explain.

The process of engaging alumni in the work of the college happens over a period of two to five years. Many of our alumni have not been contacted for decades, and there is a relationship-building process that needs to take place before people feel connected enough to 'give back.'

- d) Describe how this position enhances student success and/or program outcomes.

The more engagement we have with alumni as advisors, donors, board members etc. the more they will feel connected enough to give in the form of annual support, legacy gifts and so on. If we are able to bring in new donations this way, we will greatly increase our ability to provide more scholarships, grants to faculty, and support for major educational initiatives.

4.4 Please attach data from Human Resources on new classified hires in your program during the past five years, including the full-time percentage of each new hire.