



Southwestern Oregon Community College

Success Indicator 35 Foundation Support

2012- 2013

ACHIEVEMENT

Achieved 73% = **Green**

CORE THEME

Access

OBJECTIVE

A.1: Students access varied learning opportunities

INDICATOR

A.1.3: Success Indicator 35 – Foundation Support

Measured by the amount of scholarships awarded to students compared to a three year average from foundation raised funds, data from internal reports

Indicator Thresholds

Green: 5% or greater Yellow: Between 0% and 5% Red: Below 0%

Purpose and Meaning

Informs the college of how much monetary support the Foundation offers to students, increasing access to education and allowing for the planning of annual giving campaigns designed to ensure that students have access to the monies needed to complete their intended course of study.

WHAT WAS ACHIEVED AND WHAT IS PLANNED FOR THE FUTURE

More scholarships were available in the current year than previous year with nearly \$63,000 available. This is nearly \$12,000 more awarded than the previous year.

The Foundation manages both annual and endowed scholarships. The Foundation finished a report on the endowed scholarships this past year which has been helpful in calculating the amount available for scholarships, and increased the amount available for 2013-14. This is a one-time situation because an accounting firm recommended reclassification of funds. The Foundation has the opportunity to study the annual scholarships in the coming year to see if we can increase the amount of awards from the annual funds.

FACTORS AFFECTING RESULTS/PROGRESS

One factor is that more funds became available through a reclassification of endowment funds. Other factors that impact amount of scholarship awards are 1. the amount available in the funds, and 2. whether students accept the award or continue to qualify for the award 3. if applicants apply that meet the criteria.

NWCCU Accreditation Recommendation Response: Continue to refine thresholds

The 2012-13 thresholds were established as part of the continuous improvement process during the accreditation process to address recommendations and Standard 1 of the Year One Report to the Northwest Commission on Colleges and Universities. In response to recommendations from the peer evaluators to the Year One Report to the Commission (NWCCU) that the College continue to refine indicator thresholds, the thresholds for the academic year 2013-2014 and future are modified as follows:

Green: \$70,000

Yellow: Between \$35,000 and \$69,999

Red: Below \$35,000

The measure has also been modified to precisely indicate the data used to calculate the thresholds as follows:

Measured by the three-year average amount of scholarships awarded to as reported by the foundation from foundation raised funds.

Measurement of a three-year average is designed to consider donations over time and allows for variations from year to year wherein a specific campaign or unusually high donations may occur.

Planning Priorities

Strategic Goal - 1: Ensure access to diverse learning opportunities

Annual Priority - 1.1: Provide student access for financial assistance to pursue their educational goals

Institutional Planned Accomplishment - 1.2A: Expand access to financial assistance

Unit Planning

Review which scholarships are not being awarded to determine if qualifying criteria can be more general or less stringent.

Budget Impact

Scholarships bring students to SWOCC even if they are partial. The tuition and fees paid by the students impacts the college budget. The better we are at creating scholarships and having students continue to qualify for them throughout the year, the more stable the college budget will be.

Achievement Analysis

The amount of funds available is correlated with what is raised and the amount generated by market conditions with regard to the endowment scholarship funds. Market returns for the current year were much better than previous years. Academic performance and taking the correct number of credits are generally the reasons that students cannot continue to be awarded a scholarship. Communications to students about how to maintain alignment with the criteria will impact the amount that is awarded. This communication comes from the Scholarship Coordinator. The Foundation relies on Financial Aid and First Stop personnel to put the students in contact with the Scholarship Coordinator so she can counsel the students about maintaining their scholarships. The third factor is whether a candidate has applied that fits the scholarship criteria. Staff can review the scholarships which are not consistently awarded due to lack of a candidate and suggest to the donors that the criteria be more general. The Foundation staff, faculty and volunteers can encourage cohorts of students to apply that meet the criteria.

DATA DOCUMENTATION

Documentation Posted:

SOCC Mission Fulfillment Reports Website at: SOCC Mission Fulfillment Reports Website at:

<http://www.socc.edu/ie/pgs/success-indicators/index.shtml>

TracDat Assessment Software: Success Indicators 2012-13 folder

Data References:

IPEDS Data Feedback Reports; Excel comparison chart located on the network:

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ABOUT THE DATA

The report and chart information was prepared and coordinated by Karen Pringle, Foundation Executive Director, Cathy

Chisum, Foundation Office Coordinator, and Robin Bunnell, Institutional Researcher.

Contributions to the narrative were supplied by Karen Pringle, Executive Foundation Director and Cathy Chisum, Foundation Office Coordinator.

Requirements

NWCCU Accreditation; Foundation Plan.

For more detailed information, contact the Institutional Research office - ir@socc.edu