



**ACHIEVEMENT**

Achieved \$85,576 =



**CORE THEME**

Access

**OBJECTIVE**

A.1: Students access varied learning opportunities

**INDICATOR**

A.1.3: Success Indicator 35 – Foundation Support

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

**Indicator Thresholds**

Green: \$70,000 or greater Yellow: Between \$35,000 and \$69,999 Red: Below \$35,000

**Purpose and Meaning**

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

**WHAT WAS ACHIEVED AND WHAT IS PLANNED FOR THE FUTURE**

The Foundation awarded \$85,174 in scholarships to 96 students, which represents an \$855 decrease in funds from the preceding year and a three-year average of \$84,576. Historically, the Foundation office has not tracked nor explored data related to the number of scholarships awarded annually based on gender, age, need or other factors. This year, the office analyzed information through the college’s database management system to determine the number of scholarship awards based on gender over the past five years. The analysis found that more females apply for and receive scholarships. However, a five-year average indicates an equal percentage of male/female scholarship awards in relation to overall applications per gender.

The Foundation had two scholarships that were not awarded due to lack of applicants. In the coming year, the Foundation will increase efforts to market the availability of scholarships to ensure SWOCC students access all funds available to help them complete their studies. Also, the Foundation will work to reach out to past donors who are no longer contributing to scholarship funds to re-establish those giving connections. The Foundation also will market to new potential donors to increase the amount of donations to awards from the annual funds.

**FACTORS AFFECTING RESULTS/PROGRESS**

The increase in Foundation scholarships was accomplished due to two factors. 1) Foundation and endowment investments have seen a higher return on investment over the past few years. 2) A new scholarship endowment (Presbyterian Church of Coos Bay) began paying scholarships for the first time, totaling \$3,539.67 in new student assistance for the current year.

The Foundation saw a decrease in donations in some areas of its annual scholarship fund. Previously, the Foundation reminded annual scholarship donors about the opportunity to contribute, but in the past year the Foundation had not sent out mailings due to staffing changes.

**Success Indicator Changes for 2014-15 supporting NWCCU accreditation standards: 1.B.2; 4.A.1; 4.B.1; 5.B.2**

The threshold levels for this indicator were revised starting with 2014-15.

Green: \$70,000 or greater; Yellow: Between \$40,000 and \$69,999; Red: Below \$40,000.

The Foundation revised these indicators because it is unlikely scholarship payouts will drop below the previous “red” threshold due to two factors: 1) the restricted endowment principal has grown, creating greater capacity for investment return even in declining market conditions, and 2) the Foundation will host a first-ever annual scholarship fundraising event starting in 2014-15 and continuing into subsequent years.

---

**Planning Priorities**

**Strategic Objective CE.3:** Our community members participate and contribute to the Foundation in support of the college

**Project CE3.1:** Expand access to financial assistance

**Unit Planning**

Actively promote availability of scholarships to students and staff on the Coos Bay and Brookings campuses.

**Budget Impact**

*Budget Impact identifies the budget requests needed in the future year(s) to support the planned changes.*

Scholarships help students pay for tuition, books and fees, which add revenue to the college through increased enrollment and helps stabilize the college’s funding.

**Achievement Analysis**

The amount of funds available is correlated with what is raised and the amount generated by investment market conditions with regard to the endowment scholarship funds. Market returns for the past two years have exceeded previous investment returns during the economic recession. Concerning non-awarded scholarships, the Foundation has not but should actively market the availability of these funds on the Coos and Curry campuses. Currently, the Foundation only posts listings on its website and shares a scholarship listing with high schools within the college district. Both non-awarded scholarships targeted existing SWOCC students. The application criteria may have excluded some students, but should not have been a deterrent to all students. Also while in-district high schools offer students a one-term class on the scholarship application process, it is less likely for college students to have access to that assistance, and without frequent communication with an advisor they may be less likely to be aware of Foundation scholarships. The Foundation can actively promote the availability of scholarships and criteria. Likewise, the Foundation can suggest to future donors to that criteria be general.

---

**DATA DOCUMENTATION**

Portal: Resource Center Core Themes – Objectives – Success Indicator Page:

[https://mylakerlink.socc.edu/ICS/Resource\\_Center/Core\\_Themes\\_-\\_Objectives\\_-\\_Success\\_Indicators.jnz?portlet=Handouts\\_2014-09-17T12-15-51-67](https://mylakerlink.socc.edu/ICS/Resource_Center/Core_Themes_-_Objectives_-_Success_Indicators.jnz?portlet=Handouts_2014-09-17T12-15-51-67)

Assessment Software: Success Indicator 35 Report – execute report for specified year

**Data References:**

Excel comparison chart located on the network: itt\institutionalresearch\successindicators\si\_35\_foundationsupport

**ABOUT THE DATA**

The report and chart information was prepared and coordinated by Elise Hamner, Foundation Executive Director and Robin Bunnell, Institutional Researcher.

Contributions to the narrative were supplied by Elise Hamner, Executive Foundation.

### **DETERMINING MEASUREMENT AND SETTING THRESHOLD LEVELS**

The Foundation determined measurement of this indicator by looking at the five-year pattern of contributions. Selection of a three-year average measurement considers fluctuations of the amounts contributed that traditionally have occurred due to economic conditions and other. The thresholds represent current expectation levels consistent with Foundation goals and economic conditions. Due to increased investments in endowments and thus greater funds for scholarships, the measurement and thresholds require yearly review and adjustment to ensure the indicator provides meaningful and applicable data to be used in decision- making, specifically for planning and budget development.

#### **Requirements**

NWCCU Accreditation; Mission Fulfillment; Foundation Plan.

For more detailed information, contact the Institutional Research office - [ir@socc.edu](mailto:ir@socc.edu)

Southwestern Oregon Community College does not discriminate on the basis of race, color, gender, sexual orientation, marital status, religion, national origin, age, disability status, gender identity, or protected veterans in employment, education, or activities as set forth in compliance with federal and state statutes and regulations.