



**ACHIEVEMENT**

Achieved \$90,364 =



**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 \$40,000 and \$69,999 Red: Below \$40,000

**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 \$102,196 in scholarships to 94 students, which represents an \$11,707 increase in funds from the preceding year and a three-year average of \$90,364.

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. To help accomplish this, the Foundation has purchased a scholarship management system to move the application process online and streamline the review and awards process. 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 attempt 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) The Foundation received a large donation to fund scholarships at the Oregon Coast Culinary Institute.2) The Foundation hosted an inaugural scholarship fundraiser that raised \$15,000 for scholarships.

**BUDGET IMPACT ASSOCIATED WITH FUTURE PLANNING**

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.

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

There are currently no planned changes associated with this indicator.

**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. Implement an online scholarship application, award and management system.

## 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 three years exceeded previous investment returns during the economic recession providing a boost in available scholarship funds.

The Foundation increased marketing of the availability of scholarships, which in turn brought an increase in applications this year on both the Coos and Curry campuses. That said, application criteria may have excluded some students for a select few scholarships due to donor restrictions, but it 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 has begun to communicate with donors about the need for creation of scholarships without tight restrictions to increase the pool of applicants eligible, and will continue to suggest to future donors that criteria be general.

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## DATA DOCUMENTATION

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

[https://mylakerlink.socc.edu/ICS/icsfs/SI\\_35\\_Foundation\\_Support\\_2014\\_2015.pdf?target=02f9827b-dadc-44da-9da1-c2d7d86e143b](https://mylakerlink.socc.edu/ICS/icsfs/SI_35_Foundation_Support_2014_2015.pdf?target=02f9827b-dadc-44da-9da1-c2d7d86e143b)

### *Data References:*

Excel comparison chart located on the network: it\institutionalresearch\succes indicators\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. The yellow and red thresholds were updated in 2014-15 and were increased based on: 1) the fact that the restricted endowment principal has grown, creating greater capacity for investment return even in declining market conditions, and 2) the Foundation hosted a first-ever annual scholarship fundraising event starting in 2014-15 and this will continue into future years. 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)

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