



ACHIEVEMENT

Achieved: 61% = **Green**

CORE THEME

Community Engagement

OBJECTIVE

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

INDICATOR

CE.3.2: Success Indicator 43 – Foundation Endowments

Measured by the amount of endowment funds raised by the foundation compared to a three year average

Indicator Thresholds

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

Purpose and Meaning

Gifts to endowments are normally a gift from an individual's portfolio, rather than their income, so the amount of endowment funds raised and the number of new endowments indicates a higher level of investment in the college's future. The endowment gift is therefore a higher level of engagement and provides a more permanent commitment to the future of the college, and therefore perpetuates the extension of more opportunities for the region's citizens.

WHAT WAS ACHIEVED AND WHAT IS PLANNED FOR THE FUTURE

The Foundation raised \$138,871 in the past year and this is 61% higher than the 3 year average. The Foundation staff and board will continue to identify prospects for endowment gifts and ask donors of existing endowment funds to increase their funds. The Superhero Campaign conducted for the first time this past year focused on gifts of \$10,000 and above. The Foundation will begin its second year of the Superhero Campaign to repeat this success. The Foundation will continue to publicize that gift and look for another unusually large gift opportunity.

FACTORS AFFECTING RESULTS/PROGRESS

There was an unusual donation of \$100,000. A good stock market gives consumers confidence and often is correlated with higher fundraising achievements. The Foundation hopes to build on that confidence and at the same time build on the credibility achieved with the recent increase in gifts to the college.

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: \$40,000 Yellow: Between \$30,000 and \$39,999 Red: Below \$30,000

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 endowment funds raised 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 - 8: Sustain and build strong community, business, and agency partnerships

Annual Priority - 8.2: Create and sustain educational partnerships to promote shared resources for seamless education opportunities

Institutional Planned Accomplishment - 8.2A: Improve communication and involvement with community stakeholders – e.g. school districts, business and industry

Unit Planning

Continue the Superhero Campaign and hire a new Foundation Director.

Budget Impact

Increased endowment funds take time to show an impact on annual budget, however, once the funds are invested for a year or two in a good market the funds will begin to have a positive impact on the budget.

Achievement Analysis

A total of 6 donors contributed towards the Endowments.

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:

Foundation reports provided by Kim Phelps, of Michael Gordon CPAs, Excel comparison chart located on the network:
itt\institutionalresearch\successindicators\si_43_foundationendowments

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 Annual Plan.

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