



ACHIEVEMENT

Achieved: \$62,924 =



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 three-year average amount of endowment funds raised as reported by the foundation from foundation raised funds.

Indicator Thresholds

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

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 brought in \$14,938 in payments to endowments in the past year with a three-year average of \$62,924. In addition, it added one \$10,000 pledge for an endowment as part of the Superhero Campaign. 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 Foundation staff also will work with donors connected to unfulfilled endowments to complete their pledges.

FACTORS AFFECTING RESULTS/PROGRESS

The Foundation operated six months without a director, which hindered its ability to actively solicit donations and assist donors with giving plans. There are unfulfilled endowments and a need to reach out to the original funders to encourage them to complete their pledges. A new director is in place and will renew endowment and gift solicitation. The continued good investment market builds investor confidence and can be correlated with higher fundraising achievements.

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

Green: \$40,000

Yellow: Between \$20,000 and \$39,999

Red: Below \$20,000

The Foundation revised the threshold levels to a more realistic goal of creation of at least two new \$10,000 endowments and additional contributions to existing endowments to achieve yellow status.

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

Communicate with contributors of unfulfilled endowments to complete their pledges.
Communicate with contributors of fully vested endowments to encourage continued investment in the funds.

Budget Impact

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

Increased endowment funds result in higher payouts for scholarships, which positively impact the college's budget.

Achievement Analysis

One donor created a new endowment fund. Fifteen donors contributed to existing endowments.

DATA DOCUMENTATION**Documentation Posted:**

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

Assessment Software: Success Indicator 43 Report – execute report for specified year

Data References:

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

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 endowments and the economic climate. Selection of a three-year average measurement considers fluctuations of the amounts contributed that traditionally have occurred due to economic conditions and other factors. The thresholds represent current expectation levels consistent with Foundation goals and economic conditions. The Foundation revised the threshold levels for 2014-15 to a more realistic goal of creation of at least two new \$10,000 endowments and additional contributions to existing endowments to achieve yellow status. The measurement and thresholds require yearly review 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

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