



Southwestern Oregon Community College

Success Indicator 45 Alumni Participation

2012- 2013

ACHIEVEMENT

Achieved - 68% = **Red**

CORE THEME

Community Engagement

OBJECTIVE

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

INDICATOR

CE.3.3: Success Indicator 45 – Alumni Participation

Measured by the percent of alumni giving to the college compared to a three year average

Indicator Thresholds

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

Purpose and Meaning

The measure of the percent of increase in alumnus giving to the Foundation offers a cohort of community in which to measure growth.

WHAT WAS ACHIEVED AND WHAT IS PLANNED FOR THE FUTURE

A total of 38 Alumni donated to the Foundation. Compared to the three-year average of 91 contributors. The Foundation Board and the new Director will address strategies to increase donations from Alumni.

FACTORS AFFECTING RESULTS/PROGRESS

The large drop in Alumni participation in 12/13 is due to the Curry campaign no longer being active. As the Curry campus is now completed.

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: 100 Yellow: Between 40 and 99 Red: Below 40

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

Measured by the three-year average of alumni giving to the college as reported by the Foundation.

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

Host Spirit Week, Graduation Bar-B-Que as well as the Graduation celebration for the Curry graduates. Send invitations to the Meet and Greet for graduates living in the Curry County.

Budget Impact

Funds will be paid out of the Laker Club budget.

Achievement Analysis

Because of how data was kept prior to the conversion to Jenzabar and how data was brought over during conversion the number may be slightly off. As we go forward in years the data will become cleaner and reports will be more accurate, but working with data that was entered before we had the capability to identify different groups accurately during the gifting process this will take a couple of year to become completely accurate.

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 fundraising reports located Foundation Office Coordinator files; Excel comparison chart located on the network: itt\institutionalresearch\successindicators\si_45_alumniparticipation

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