



ACHIEVEMENT

Achieved: 82 =



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

Indicator Thresholds

Green: 100

Yellow: Between 40 and 99

Red: Below 40

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 41 alumni donated to the Foundation, with a three-year average of 82. The Laker Club and the new Director will address strategies to engage alumni in campus activities with a goal to increase alumni donations.

FACTORS AFFECTING RESULTS/PROGRESS

The inertia in alumni participation is due in part to a decrease in outreach to alumni. The Laker Club will increase communication and outreach to alumni about campus activities and students, through social media and the college’s annual report.

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

The measurement for this indicator was changed to include alumni who financially support the foundation as well as alumni who engage in alumni events and activities to fully recognize the support by all alumni. Measurement for 2014-15 is:

Measured by the three-year average of unduplicated alumni who give to the college foundation combined with alumni who participate in foundation activities and events as reported by the Foundation.

The threshold levels for this measure will be reviewed during 2014-15 with expectations to meet the newly identified thresholds for 2014-15 reporting. The threshold levels will be determined by the three-year average of alumni participation combined with the expectations set forth by the Foundation Board.

Planned Projects

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

Host Homecoming event and graduation barbecue. Partner with Foundation in hosting the annual Distinguished Alumnus event. Use the new school mascot costume to promote the Laker Club.

Budget Impact

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

Funds will be paid out of the Laker Club budget.

Achievement Analysis

The Laker Club is a volunteer organization that focuses on hosting activities, with some support from college staff. As a result, there was not a dedicated, consistent effort to solicit donations from alumni, nor was there a strategy to determine and then target alumni more likely to donate.

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

Assessment Software: Success Indicator 45 Report – execute report for specified year

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 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 factors. The thresholds represent current expectation levels consistent with Foundation goals and economic conditions. 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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