



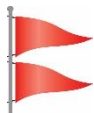
Southwestern Oregon Community College

Success Indicator 45 Alumni Participation

2014- 2015

ACHIEVEMENT

Achieved: 36 =



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 unduplicated alumni who give to the college foundation combined with alumni who participate in foundation activities and events 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 30 alumni donated to the Foundation, with a three-year average of 36. The Laker Alumni Association and the new Director continue to address strategies to engage alumni in campus activities with a goal to increase alumni participation and outreach, and thus donations.

FACTORS AFFECTING RESULTS/PROGRESS

The issue for inertia in alumni giving is hard to define, but three issues hinder the Foundation's ability to accurately track data: 1) There is no definitive definition of what constitutes an alumnus; 2) the donor database reports Giving Relationships using the default definition only, so that when there are two or more Relationship categories, subsequent categories are ignored in reports; and 3) the Foundation does not have a mechanism to track alumni participation in activities and events unless it's through a financial donation.

The Foundation will work with the Laker Association in the coming year to define what constitutes an alumnus. It also will work with the College's IT department to refine the criteria parameters and improve the ability to track various donor Giving Relationships in reporting.

BUDGET IMPACT ASSOCIATED WITH FUTURE PLANNING

No budget request is planned.

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.

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

The Alumni Association will host the annual Homecoming and assist with graduation events. It will also partner with Foundation in hosting the annual Distinguished Alumnus event.

Achievement Analysis

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

There is debate among Lake Alumni Association board members as to the definition of alumni. Currently for membership in the Association, an individual must have taken one College class. However, some board members believe alumni should be defined as graduates of certificate or degree programs.

In the Foundation database, donors have inconsistently been tagged as alumni due to the confusion. In the coming year, the Foundation will work with the Alumni Association to resolve this issue. Once “alumnus” is defined, the Foundation will re-evaluate the measurements for this indicator. It also will work with the IT department to determine if criteria/protocols for donor reports can be improved to more accurately report donor relationships with the College and Foundation.

DATA DOCUMENTATION

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

https://mylakerlink.socc.edu/ICS/icsfs/SI_45_AlumniParticipation_2014_2015.pdf?target=01c56bb8-8c82-4283-a21e-1727ec2276fd

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 and alumni participation in activities and events. 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. Alumni participation in events and activities also fluctuate based on the number of foundation sponsored activities and events. 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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