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Fayetteville Technical Community College

Detailed Assessment Report 2008-2009 Foundation & Alumni

Mission/Purpose

To foster and promote the growth, progress and general welfare of Fayetteville Technical Community College, provide supplementary financial support to the College and its students, and advance and enrich the services provided for students, the community, alumni, faculty and staff of the College.

Student Learning Outcomes, with Any Associations and Related Measures, Achievement Targets, Findings, and Action Plans

O 1: Decisions to expand giving to Campus Fund Drive

Use information to analyze problems and make logical decisions to expand participation and giving to the Campus Fund Drive

Associations:

Institutional Priorities:

6 INSTITUTIONAL ADVANCEMENT-To provide a positive image through marketing and public relations and to provide institutional advancement activities which will support the College's goals and educational programs.

Strategic Plans:

6.5.1 Initiate fund-raising activities: (Ongoing) -Campus Fund Drive (Ongoing) -Golf Tournament (Ongoing) -Community Fund Drive (Ongoing) -Community Fall Event (Ongoing) -Other Cash Gifts (Ongoing) -Gifts-In-Kind (Ongoing)

Related Measures:

M 1: Increased giving to foundation from employees

What: The Foundation Office staff will develop a bimonthly newsletter and distribute to all FTCC full-time employees and will ask the secretaries of those employees who do not have computer access to post the newsletter on a bulletin board. **Why:** The Foundation Office understands that new employees may not be familiar with the support the Foundation gives to the College. **How:** A comparison will be made of prior and current years' totals. **When:** The comparison will be completed at the end of fiscal year. **Who:** The Foundation Office staff will analyze the comparison.

Source of Evidence: Project, either individual or group

Achievement Target:

Thirty percent of faculty and staff will participate in the Campus Fund Drive.

Findings (2008-2009) - Achievement Target: Not Met

Through due diligence through two large college foundations, the College President and Vice President of Institutional Advancement, decided to change the approach to the foundation's fund raising. This negated the implementation on this outcome as it would no longer be applicable. The revised approach to fund raising will be included and implemented in the 2009-2010 assessment plan cycle.

Related Action Plans:

Fund Raising

The College is moving in a new direction for fund raising which will be fully developed, included, and implemented with the upcoming 2009-2010 assessment cycle.

For more information, see the *Action Plan Details* section of this report.

O 2: Access Alumni records to increase membership

Maintain a database for easy access to Alumni records to increase membership

Associations:

Institutional Priorities:

6 INSTITUTIONAL ADVANCEMENT-To provide a positive image through marketing and public relations and to provide institutional advancement activities which will support the College's goals and educational programs.

Related Measures:

M 2: Electronic database implementation

What: The Alumni Office staff will develop an Alumni membership database.

Why: The Alumni Office realizes the need to communicate with Alumni members so participation will be increased. **How:** Information will be included in the database that will allow the Alumni Office to track memberships every year.

When: Information from the database will be reviewed at the end of each calendar year. **Who:** The Alumni Office staff will review the database results.

Source of Evidence: Academic Indirect Indicator

Achievement Target:

Ten percent of the graduates will become Alumni members.

Findings (2008-2009) - Achievement Target: Partially Met

Initial steps have begun on this outcome with the hiring of a part-time alumni coordinator in April 2009. It was decided that an expansion position was necessary for full implementation of this projected outcome. This outcome is being carried forward to the 2009-2010 assessment cycle, to allow time for the newly hired alumni coordinator to collect, analyze the previous alumni data and begin efforts to contact them during the upcoming assessment period. Further findings will be reported in June 2010 based upon the success of this alumni search.

O 3: Dinner/Theatre and Golf Tournament Fundraisers

Devise a fundraising plan to increase net assets for the Dinner/Theatre and Golf Tournament

Associations:**Institutional Priorities:**

6 INSTITUTIONAL ADVANCEMENT-To provide a positive image through marketing and public relations and to provide institutional advancement activities which will support the College's goals and educational programs.

Strategic Plans:

6.5.1 Initiate fund-raising activities: (Ongoing) -Campus Fund Drive (Ongoing) -Golf Tournament (Ongoing) -Community Fund Drive (Ongoing) -Community Fall Event (Ongoing) -Other Cash Gifts (Ongoing) -Gifts-In-Kind (Ongoing)

Related Measures:**M 3: Increase in assets-Dinner Theatre & Golf Tourn.**

What: The Foundation Office staff will develop a committee/subcommittee support structure and a yearly calendar to enlist additional assistance from the Foundation Board members and ensure that plans are in place before each event. **Why:** The Foundation Office would like to increase net assets from the Dinner/Theatre and Golf Tournament. **How:** The Foundation committees/subcommittees will obtain additional major sponsors for the two events. **When:** The Foundation Office staff will create a yearly calendar at the beginning of the fiscal year. **Who:** The Foundation Office staff will create the committees/subcommittees list and the yearly calendar.

Source of Evidence: Project, either individual or group

Achievement Target:

Net assets will be increased for each event by \$3,000.

Findings (2008-2009) - Achievement Target: Partially Met

A partially developed sub-committee for the two events was executed in 2008-2009 assessment cycle; however, there were only minimal results prior to the outgoing Vice President's departure from the office. The Dinner Theatre was coordinated and was held prior to her departure. Upon arrival, the new Vice President began immediate work on the Golf Tournament and it was quickly facilitated and held resulting in positive results. The Foundation Office is moving in a new strategic direction and a decision was made to hold off on the full development of the committee support structure until the next assessment period.

Details for Action Plans Established This Cycle

Fund Raising

The College is moving in a new direction for fund raising which will be fully developed, included, and implemented with the upcoming 2009-2010 assessment cycle.

Priority: Medium

Target Date: 06/2010

Budget Amount Requested: \$0