

## College Effectiveness Committee

Draft Minutes

October 31, 2014 / 10:00 a.m.

Vernon 204 and CCC 712

- Call meeting to order – The meeting was called to order at 10:07 a.m. by Betsy Harkey, Chair
- Welcome and review of committee attendance
  - College Effectiveness Committee members:

<b>Vernon College Position</b>	<b>Member</b>	<b>Present</b>	<b>Not Present</b>
Director of Institutional Effectiveness	Betsy Harkey, Chair	<b>X</b>	
Dean of Administrative Services	Garry David	<b>X</b>	
Dean of Admissions and Financial Aid/Registrar	Joe Hite		<b>X</b>
Dean of Instructional Services	Dr. Gary Don Harkey	<b>X</b>	
Dean of Student Services/Athletic Director	John Hardin III	<b>X</b>	
Associate Dean of Instructional Services	Shana Munson	<b>X</b>	
Associate Dean of Student Services	Kristin Harris	<b>X</b>	
Division Chair - Communications, English Instructor	Joe Johnston		<b>X</b>
Division Chair - Behavioral and Social Sciences, Government Instructor	Greg Fowler		<b>X</b>
Division Chair- Information Technology, Industrial Automation Instructor	Mark Holcomb		<b>X</b>
Division Chair- Math and Science, Math Instructor	Dr. Karen Gragg		<b>X</b>
Director of Admissions and Records	Amanda Raines	<b>X</b>	
Director of Continuing Education	Christina Feldman	<b>X</b>	
Director of Financial Aid	Melissa Elliott	<b>X</b>	
Director of Human Resources	Haven David	<b>X</b>	
Director of Institutional Advancement Executive Director, Vernon College Foundation	Michelle Alexander		<b>X</b>
Institutional Support Specialist	Jim Binion	<b>X</b>	
Director of Library Services	Marian Grona	<b>X</b>	
Director of PASS Department/ Coordinator of Office for Students with Disabilities	Deana Lehman	<b>X</b>	
Director of Quality Enhancement	Criquett Lehman	<b>X</b>	
Faculty/ Instructional Design and Technology Coordinator	Roxie Hill	<b>X</b>	

Counselor	Clara Garza	X	
Faculty Senate Representative	Dr. Donnie Kirk		X
Faculty Senate Representative	Dr. Adrien Ivan	X	
Faculty SACSCOC Representative	Bettye Hutchins	X	
Student Forum Representative	Jackie Polk /		X
Student Government Representative	Sjohonton Fanner/		X
Classified Staff	Sandy O'Dell		X
Classified Staff	Rosa Alaniz		X
President	Dr. Dusty Johnston	X	

- Approval of September 12, 2014 minutes (Exhibit A, Action Item) – Motion by Marian Grona, second by Adrien Ivan, the motion passed.
- Student Learning Measures Update: Dr. Gary Don Harkey – Dr. Harkey shared that Empirical and Quantitative Skills is being evaluated this fall. Students are given signature assignments. Another faculty training will be held on December 16, 2014 to review the LEAP rubrics. Dr. Brad Beauchamp is meeting with faculty for spring to provide additional training. Dr. Harkey will send the document outlining the process to Betsy to share with the CE Committee.
- Director of Institutional Effectiveness Update:
  - SACSCOC Fifth-Year Interim Report – updates from Dr. Belle Wheelan (Exhibits B and C)
  - Student Success by the Numbers Committee - October, online review of Assessment and Report Calendar Communication Forms <http://www.vernoncollege.edu/2014-2015-assessment-data>
- Planning Calendar
  - Review and approval of 2013-2014 Annual Action Plan Final Summary (Exhibit D, Action Item)- Motion by Garry David, second by Shana Munson, the motion passed.
  - Review and approval of Strategic Plan Components: Primary Goals for 2015-2019 (Exhibit E, Action Item) – Motion by John Hardin III, second by Deana Lehman, the motion passed.
  - Review and approval of Strategic Plan Components: Priority Initiatives for 2015–2016 (Exhibit F, Action Item) – Priority Initiative #4 was changed to reflect QEP planning process. Motion by Melissa Elliott, second by Shana Munson, the motion passed.
- Student Success by the Numbers Initiative at a Glance (Exhibit G) – send final updates to Betsy to compile for November Board of Trustees meeting
- Working Timeline Progress of Activities Review

**Vernon College Annual Action Plan 2014-2015  
Working Timeline  
by Priority Initiative**

**Priority Initiative #1:**  
**Implement a centralized, unified and organized recruitment and retention effort.**

Achieved, Not Achieved, In Progress

**September**

**Admissions**

**Objective #1 :** Increase student services and dual credit enrollments through working with high school students in the College's service area

**Responsibility:** Dean of Admissions & Financial Aid/Registrar and Director of Admissions and Records

**Statement of Need:** High school students need additional assistance in applying for admissions, enrolling and understanding the process of attending college

**Actions:**

1. Contact each service area high school during early spring regarding "Campus Connect" on-line registration process for dual credit students
2. Mail dual credit brochure and "Campus Connect" instructions to dual credit participating schools for distribution to participating students
3. Provide contact point for dual credit registration and Campus Connect questions

**Resources and Approximate \$:** Institutional Improvement

**Assessment Method/Date:** Number of dual credit enrollments and percentage that enroll by Campus Connect. / **September Not Achieved**

**Institutional Advancement**

**Objective #1 :** Continue to increase scholarship availability for Vernon College students.

**Responsibility:** Director of Institutional Advancement/Executive Director, Vernon College Foundation; Coordinator of Marketing and Alumni Relations; Advancement Services Specialist; Advancement Services Specialist for Marketing and Scholarship Support

**Statement of Need:** Financial difficulties can be a barrier to students which can result in not attending college, attending only part-time, unsuccessful completion of a degree or certificate program, or dropping out altogether. Therefore, a strong scholarship program aids both recruitment and retention efforts. Additionally a strong, dynamic scholarship program will aid in meeting the KPIA benchmarks: At or above 33%, the number of twelve county high school graduates who attended college choose Vernon College; At or above small college group percent of full-time, first-time degree/certificate-seeking undergraduate students who received grant or scholarship aid from the federal government, state/local government, or the institution, or loans by type of aid: 2010-2011; and At or above small college group percent of all undergraduates receiving aid by type of aid: 2010-2011. Since implementation of the STARS On-Line Scholarship Application for non-dual credit scholarships, applications have continued to increase: 177% in year 1; 197% in year 2; and 217% in year 3. This trend is projected to continue. There is also a need to provide information about other non-Vernon College/Vernon College Foundation scholarships that Vernon College students can apply for whether to support continued studies at Vernon College or to use when transferring to a four-year institution. Furthermore, students must have an office to go to and an identified person(s) to speak with for help with scholarship applications or more information. The SENSE Survey indicated that students do not feel that there is anyone identified at Vernon College than can assist them with scholarship questions.” Question 18i – The College provided me with adequate information about financial assistance” and Question 18j – “A College staff member helped me determine whether I qualified for financial assistance.” Since that time, this office has been addressing these deficiencies and has worked with more students and parents to assist with scholarship information each year. Additionally there is an increasing need for dual-credit scholarships for high school students within the College’s service area.

**Actions:**

1. Continue to seek increased funding, in both the private and public sectors, for all College and Foundation current scholarships, including dual credit scholarships, and new scholarship opportunities.
2. Continue to work with donors and donors’ heirs of building scholarships to completely fund the scholarship(s) or merge into

the Vernon College Foundation General Scholarship.

3. Continue to utilize the STARS On-Line Scholarship Application to facilitate scholarship applications.
4. Enhance the scholarship page on the Vernon College website with STARS information and its link as well as links to other outside scholarships that Vernon College students can apply for.
5. Review each scholarship's criteria and build an information file about these scholarships to help students determine their applicant eligibility.
6. Continue the "Vernon College/Vernon College Foundation Scholarship Office" within the Office of Institutional Advancement as a one-stop shop to assist students with scholarship applications: College, Foundation, and non-College/Foundation scholarships that are open to Vernon college students.
7. Participate in any informational webinars presented by scholarship funders to obtain the current information about their scholarship programs in order to better serve our students.
8. Manage the Vernon College Foundation Catching the Future Dual Credit Scholarship Program and the Archer City ISD, Iowa Park CISD, and WFISD College Connections Scholarship Programs.
9. Work with other service area ISDs to promote the benefits of creating a College Connections Scholarship Program for their high school students.
10. Review and select cost effective on-line scholarship software that can be used for dual credit Catching the Future and College Connections scholarships as a process improvement in place of the current paper application system. After initial start-up costs, this should improve efficiency in the management of these programs. Further, today's high school students are familiar with on-line applications in place of paper which should be more cost effective and facilitate more efficient response times on the part of Vernon College personnel working with and managing the dual credit scholarship programs.
11. Work with the Early College Start Coordinator and the Director of Student Relations to maintain contacts with high school counselors to distribute information about the Vernon College/Vernon College Foundation Scholarship Program.
12. Make presentations to area high schools to assist students with their STARS applications.
13. From September to December review STARS student application progress on a bi-weekly basis to determine which applications are incomplete. Contact each student with an incomplete application to help them finish the application prior to the March 1 deadline.
14. In January and February review student application progress on a weekly basis.
15. Continue research to find other scholarship sources for our students and add to the STARS Scholarship page on the website.
16. Develop a scholarship brochure that provides the highlights of Vernon College/Vernon College Foundation Scholarships for distribution to area high schools and for use as a solicitation tool.

17. Work with the Directors of Student Activities, SGA, Student Forum and other student groups to promote the scholarship program and encourage applications.
18. Utilize targeted marketing strategies such as press releases and letters to service area high schools to promote county- and high school-graduate restricted scholarships in those counties and high schools.
19. Add a staff position, Advancement Services Specialist for Marketing and Scholarship Support to: monitor all Vernon College social media including, but not limited to, the College Facebook and Twitter accounts as well as other methods of social media as needed. Serve as the Office of Institutional Advancement website Content Administrator to update and maintain the Vernon College Homepage, the Vernon College Foundation page, the Alumni page, the Scholarship page, the Institutional Advancement page and other pages as needed under the direction of the Coordinator of Marketing and Alumni. Manage and update the STARS information under the direction of the Director of Institutional Advancement. Add new scholarships and criteria to the STARS database. Review all scholarship criteria information annually for completeness and make changes to existing criteria if the scholarship is revised. Prepare STARS reports including the student application progress report; contact students who have not completed their application and assist them to do so. Send welcome letter to the applicants as scholarship applications are completed. Respond to student applicant questions. Maintain all paper scholarship files. Assist with marketing the availability of general as well as restricted scholarships. Maintain the scholarship Excel reports adding new gifts received and scholarships awarded each year. Assist with researching other scholarship opportunities available for Vernon College students, gather the information and update the information on the STARS Scholarship Page on the Vernon College website. Assist with the preparation and distribution of all scholarship offers to students and the subsequent annual scholarship reports to donors. Assist with the annual Scholarship Banquet. Respond to inquiries from donors regarding the status of their scholarship funds; update scholarship information in the RE database and run RE and Excel scholarship reports as needed. Assume a proactive role in increasing the efficiency and organization of the Department. Assist in the preparation of meeting packets, toolkits, etc. for various activities undertaken by the Office of Institutional Advancement. Assume other duties as assigned by the Director of Institutional Advancement and/or the College President.

**Resources and Approximate \$:**

1. **Institutional Improvement:** new Scholarship Marketing Brochure -- \$5,000
2. **Personnel:** Advancement Services Specialist for Marketing and Scholarship Support – Full-time: \$25,000 - \$28,000
3. **Technology:** STARS Annual Software License: \$7,700

**Assessment Method/Date:**

1. Advancement Services Specialist for Marketing and Scholarship Support hired by **August 31, 2015**

2. Scholarship page on College website updated and new scholarship information added by **August 31, 2015** and on-going.
3. STARS presentations to area high schools as requested and evidenced by appointments calendar by **August 31, 2015** and on-going. Continue “one stop shop” scholarship office and track number of calls, emails, and face to face meetings from students requesting assistance with STARS or other scholarship applications by **August 31, 2015** and on-going.
4. Recommendation of additional on-line scholarship application software for use in the dual credit and college connections scholarship programs by **August 31, 2015**.
5. STARS annual license renewed by **September 15, 2014**. **Achieved**
6. Scholarship program brochure designed and implemented by **August 31, 2015**.
7. Increased funding for scholarships achieved by **August 31, 2015**.
8. Presentations to Vernon College student groups, as requested, about the availability of scholarships by **August 31, 2015**.
9. Chair the Vernon College Scholarship Committee in March-April and prepare annual report by **August 31, 2015**.
10. Number of targeted press releases and letters sent by **March 1, 2015**.

## October

### Instructional Services

<b>Objective #2:</b> Provide systematic early intervention strategies for at risk/underperforming students.
<b>Responsibility:</b> Dean of Instructional Services, Associate Dean of Instructional Services, Division Chairs, Directors, Coordinators, Faculty
<b>Statement of Need:</b> Increasing the success of all students focusing on 1 <sup>st</sup> generation/academically disadvantaged students enrolling in community colleges as predicted by THECB Closing the Gaps.
<b>Actions:</b> <ol style="list-style-type: none"> <li>1. Review student data from piloted Student Success courses and evaluate/determine potential student populations for mandatory enrollment. <b>Achieved</b></li> <li>2. Continue to refine and develop processes for faculty utilization of the Early Alert and Student Success modules. <b>Achieved</b></li> </ol>
<b>Resources and Approximate \$:</b> None – Institutional Improvement
<b>Assessment Method/Date:</b> Course Completion KPIA Benchmark; Graduation, Retention and Persistence KPIA Benchmark; Placement & Completion KPIA Benchmark; Rates of scholastic probation/suspension <b>Date:</b> <b>October 1, 2014</b>

**Priority Initiative #2:**

**Improve the quality of educational and student support services to increase student learning, student retention, and certificate/degree completion or transfer by students.**

**September  
Financial Aid**

**Objective #1:** Maintain VC cohort student loan default rate as calculated by DOE at 15% or lower

**Responsibility:** Director and Assistant Director of Financial Aid and Loan Coordinator

**Statement of Need:** Default rate management is of primary concern for the continued participation in Title IV programs

**Actions:**

1. Provide documented entrance and exit loan counseling opportunities for increasing numbers of student borrowers
2. Contract with consulting firm to contact students approaching default status to explain options and consequences for increasing numbers of student borrowers
3. Explore outsourcing of verification and "C" code selected ISIRs so additional staff resources can utilized on default prevention

**Resources and Approximate \$:** Institutional Improvement: Consulting fees of approximately \$30,000 Outsource costs of approximately \$20,000

**Assessment Method/Date:** Department of Education Cohort Default Rate. / **September Not Achieved**

**October  
Institutional Advancement**

**Objective #1:** Utilize various fundraising methods to respond to and support improved education and student support services, particularly in the areas of grantsmanship and scholarship support.

**Responsibility:** Director of Institutional Advancement/Executive Director, Vernon College Foundation; Advancement Services Specialist; Advancement Services Specialist for Marketing and Scholarship Support

**Statement of Need:** Philanthropic support provides increased funding for the "tools" that support educational quality, support services, student learning, student retention, and certificate/degree completion or transfer by students. Grant proposals, with the assistance of appropriate faculty and staff, can be written and submitted for specific programs, departments, the College as a whole,



and scholarship support. Additionally, current donors are solicited and prospective individuals and corporations can be identified, cultivated and solicited for philanthropic support.

**Actions:**

1. Enhance existing philanthropy efforts and, utilizing the Raiser's Edge (RE) software, design and implement various segmented philanthropy programs such as annual giving, major and leadership gift programs, a planned giving program, and grant program.
2. Research federal and state grant programs to determine viability for Vernon College support. Send the information to the Dean of Instructional Services for dissemination to the faculty that may be interested in pursuing a grant and contact support service components of the College about potential grant opportunities.
3. Work with faculty and staff to assist in the preparation and the electronic submission of proposals through grants.gov, Fastlane, etc.
4. Using the Metasoft Foundation/Corporation Funding software, research potential foundations and corporations to determine viability for Vernon College support. Send information to the Dean of Instructional Services for dissemination to faculty and initiate contact with support service components of the College about potential grant opportunities.
5. Assist faculty and staff in the preparation and submission of proposals to private funding agencies.
6. Develop new scholarship opportunities, both endowed and non-endowed, and continue to work with the donors of the "building" endowed scholarships (those under the \$10,000 minimum threshold) to bring the funds either to the minimum award level or incorporate those funds into another fund so that awards can be made.
7. Continue to participate in the Council for Resource Development Federal Funding Task Force and the Annual Conference to develop relationships with Federal agencies on behalf of Vernon College, to gather the most up-to-date information about grant opportunities, and to build a network of colleagues that may facilitate grant collaboration.
8. Work with the President, the Dean of Instructional Services, and the Associate Dean for Career and Technical Education to encourage faculty and staff to participate in grant writing on behalf of their programs and/or professional development opportunities.
9. Attend relevant training programs in grantsmanship including grant management, budgeting and evaluation methods.
10. Utilize consulting services in the preparation of major grant proposals as needed.

**Resources and Approximate \$:**

1. **Institutional Improvement** -- Funds to attend the CRD Federal Funding Task Force and the CRD Annual Conference -- \$7,000. Funds to attend other relevant professional development conferences, seminars, and webinars to keep current with techniques and strategies to benefit Vernon College -- \$6,000.

2. **Technology** – Renewal of annual Raiser’s Edge software license -- \$8,500. Renewal of Metasoft Foundation/Corporate Funding search software license -- \$4,000. Funds to obtain other relevant software licenses if determined that such as license will enhance/upgrade the ability of Institutional Advancement to support College funding needs.

**Assessment Method/Date:**

1. Sustained giving by current donors as well as new donors to the College and Foundation added as evidence by Annual Philanthropy Comparison Report, donor/prospect call reports, Foundation agendas, minutes, quarterly philanthropy update reports, and grant proposal submissions by **August 31, 2015**.
2. Submission of the annual Voluntary Survey for Aid to Education (VSE) by **October 1, 2014**. **Achieved**
3. New scholarships developed and more building scholarships either completed or status resolved as compared to the number of building scholarships at the end of the 2014-2014 fiscal year by **August 31, 2015**.
4. Grants submitted to funding agencies; grant research notes and communications with interested Vernon College employees regarding funding opportunities available; assist in the application process as appropriate by **August 31, 2015**.
5. Participate in the CRD Federal Funding Task Force and Annual Conference, conference notes and funding agency notes – **November 2014**.
6. Staff participation in grant writing/management workshops, conferences, seminars, institutes, webinars; tools and techniques learned will be incorporated in the College grant program by **August 31, 2015**.
7. Annual software licenses/maintenance contracts renewed by **August 31, 2015**.
8. Research for possible incorporation into Institutional Advancement program new electronic/software tools that will enhance IA strategies effectively for the College by **August 31, 2015** and on-going.

**Priority Initiative #4:**

**Integrate the Quality Enhancement Plan functions and activities into the infrastructure of the College.**

**September**

**Quality Enhancement – Division of Institutional Effectiveness**

**Objective #3:** Ensure Compliance with SACSCOC

**Responsibility:** Criquett Lehman, Director of Quality Enhancement

**Statement of Need:** Compliance requirements as directed by SACSCOC. CR 2.12; CS 3.3.2

**Actions:**

1. Produce the Impact Report of the QEP for the SACSCOC 5<sup>th</sup> Year Interim Report.
2. Develop and implement a process for developing a QEP that meets the requirements of CR 2.12 & CS 3.3.2.
3. Produce QEP Annual Progress Report.

**Resources and Approximate \$:** Institutional Improvement, no \$

**Assessment Method/Date:**

1. Annual Progress Report submitted by October 2015. **In Progress**
2. Impact Report of the QEP for the SACSCOC 5<sup>th</sup> Year Interim Report submitted by **September 2014**. **Achieved**

**Priority Initiative #5:**

**Support opportunities for professional development for all Vernon College employees through appropriate funding.**

**October**

**Book Stores**

**Objective #1 :** Send Book Store managers to the Southwest College Bookstore Association meeting in Oklahoma City.

**Responsibility:** Kim Bateman, Garry David

**Statement of Need:** Continual professional development is essential in order to stay updated with the upcoming and changing needs of the bookstores operations.

**Actions: Not Achieved**

1. Include sufficient funds in the annual budget to allow managers to attend the Southwest College Bookstore Association meeting.
2. Attend educational sessions and meetings.

**Resources and Approximate \$:** \$2,600 (\$1,300/store) – Institutional Improvement

**Assessment Method/Date:** Session attendance handouts, technology/training updates, notes from meetings. **October 2014**

**Priority Initiative #6:**

**Provide fiscal, physical, human and technological resources to accommodate current and future needs.**

**September**

**Instructional Services**

<b>Objective #1:</b> Meet the student demand for courses and programs through the hiring of additional full-time and adjunct faculty.
<b>Responsibility:</b> Dean of Instructional Services, Division Chairs, Directors, and Coordinators
<b>Statement of Need:</b> high rates of closed classes and increased faculty loads in certain disciplines and programs.
<b>Actions:</b> <ol style="list-style-type: none"><li>1. Review course enrollments and faculty load and listing and prioritize additional full-time faculty.<ol style="list-style-type: none"><li>a. English (including developmental) <b>Not Achieved</b></li><li>b. Mathematics (including developmental) <b>Achieved</b></li><li>c. Fine Arts (Music/Art) <b>Not Achieved</b></li><li>d. Kinesiology <b>Not Achieved</b></li><li>e. Speech <b>Not Achieved</b></li></ol></li><li>2. Recruit qualified adjuncts (adjunct course load limited to 3 courses per long semester). <b>In Progress</b></li><li>3. Maintain a 70%:30% full-time to part-time faculty ratio within disciplines/programs. <b>In Progress</b></li></ol>
<b>Resources and Approximate \$:</b> Facilities: Office space and \$2,400 for furnishings (desk, file cabinet, & bookshelves) Personnel: \$40,994 + benefits per instructor minimum Technology: \$1500 per instructor
<b>Assessment Method/Date:</b> Positions prioritized and recommended to Personnel committee; FTE Student/FTE Faculty KPIA Benchmark; Contact Hours Taught KPIA Benchmark <b>Date:</b> September 1, 2014
<b>Objective #2:</b> Provide additional secretarial support (1/2 time position) for the Continuing Education department.
<b>Responsibility:</b> Dean of Instructional Services, Associate Dean of Instructional Services, Director of CE
<b>Statement of Need:</b> Expansion of CCC along with increased emphasis on increasing CE enrollments may increase the need for additional support.
<b>Actions:</b> <ol style="list-style-type: none"><li>1. Review the growth of CE and course offerings and determine if additional clerical support is warranted <b>Not Achieved</b></li></ol>
<b>Resources and Approximate \$:</b> \$11,000 + benefits

**October  
Institutional Advancement**

**Objective #1:** Respond to College funding needs through various fundraising methods.

**Responsibility:** Director of Institutional Advancement/Executive Director, Vernon College Foundation; Coordinator of Marketing and Alumni Relations; Advancement Services Specialist; Advancement Services Specialist for Marketing and Scholarship Support

**Statement of Need:** Philanthropic support provides increased funding for the “tools” that support student learning, retention, and certificate/degree completion or transfer by students. The Vernon College Foundation is the repository of philanthropic funds that will support College needs. These needs have been identified in the areas of endowed and non-endowed scholarship support; endowed positions, and program and general fund support. New individual donors, both alumni and non-alumni, must be identified and cultivated, as well as current donors retained, and lapsed donors encouraged to renew their support. Donors and prospects respond to different methods of fundraising depending upon their social, cultural, and economic circumstances. Additionally, strong donor stewardship/donor relations program using donor recognition societies, both annual and aggregate, provide a visible means of recognizing and encouraging prospects to become donors. Grant opportunities, from both private and public funding agencies, can be pursued to support specific needs of the College such as faculty/staff professional development, program/department support, or equipment. These activities require travel to support off-site working.

**Actions:**

1. Enhance existing philanthropy efforts and, utilizing the Raiser’s Edge (RE) software, design and implement various segmented philanthropy programs such as annual giving, major and leadership gift programs, a planned giving program, and grant program.
2. Research federal and state grant programs to determine viability for Vernon College support. Send the information to the Dean of Instructional Services for dissemination to the faculty that may be interested in pursuing a grant and contact support service components of the College about potential grant opportunities.
3. Work with faculty and staff to assist in the preparation and the electronic submission of proposals through grants.gov, Fastlane, etc.
4. Using the Metasoft Foundation/Corporation Funding software, research potential foundations and corporations to determine viability for Vernon College support. Send information to the Dean of Instructional Services for dissemination to faculty and initiate contact with support service components of the College about potential grant opportunities.

5. Assist faculty and staff in the preparation and submission of proposals to private funding agencies.
6. Once all old giving records are in RE, review, revise, and relaunch the annual giving clubs and aggregate giving societies including a Heritage Club to recognize those who have included the College and/or the Foundation in their estate plans.
7. Using RE, identify donors by lifetime giving and launch a new presidential-level annual event to recognize lifetime giving and planned gift donors. This event will excite the donors who will be honored as well as serve as a cultivation event to encourage current aggregate donors to “move up” to the next society as well as encourage other donors and prospects to increase their giving so that they can be “inducted” into a lifetime giving society.
8. Develop new scholarship opportunities, both endowed and non-endowed, and continue to work with the donors of the “building” endowed scholarships (those under the \$10,000 minimum threshold) to bring the funds either to the minimum award level or incorporate those funds into another fund so that awards can be made.
9. Continue to build support for the Vernon College Foundation Annual Auction.
10. Continue to participate in the Council for Resource Development Federal Funding Task Force and the Annual Conference to develop relationships with Federal agencies on behalf of the Vernon College, to gather the most up-to-date information about grant opportunities, and to build a network of colleagues that may facilitate grant collaboration.
11. Attend and participate in the annual National Council for Marketing and Public Relations (NCMPR) Conference to network with marketing and webmaster colleagues and learn about the most up-to-date techniques and strategies to benefit Vernon College.
12. Attend other relevant training workshops, seminars, conferences, and webinars for management, grantsmanship, fundraising, alumni relations, marketing, and advancement services.
13. Work with the President, the Dean of Instructional Services, and the Associate Dean for Career and Technical Education to encourage faculty and staff to participate in grant writing on behalf of their programs and/or professional development opportunities.
14. Keep all software licenses current to ensure that the most advanced technology to benefit our students and the College as a whole is being utilized.
15. Research additional software tools and evaluate for potential implementation to enhance Institutional Advancement efforts on behalf of the College and Foundation.

**Resources and Approximate \$:**

1. **Institutional Improvement:** Funds to create and implement an annual Presidential-level Donor Recognition Event -- \$6,500; Funds to purchase standardized donor recognition items for both Annual Giving Clubs and Aggregate Giving Clubs -- \$5,000; Funds to attend the CRD Federal Funding Task Force and the CRD Annual Conference -- \$7,000. NCMPR Annual Conference --

\$3,500. Other relevant professional development conferences, seminars, workshops, and webinars to keep current with techniques and strategies to benefit Vernon College -- \$5,000.

2. **Technology:** Renew annual software licenses and maintenance contracts: Raiser's Edge (RE) software license -- \$8,500; MaestroSoft Pro Auction Software license -- \$3,500; Metasoft Foundation/Corporate Funding search software license -- \$4,000; STARS annual software license -- \$7,700. Funds to obtain other relevant software licenses if determined that such as license will enhance/upgrade the ability of Institutional Advancement to support College funding needs.

**Assessment Method/Date:**

1. Sustained giving by current donors as well as new donors to the College and Foundation added as evidence by Annual Philanthropy Comparison Report, donor/prospect call reports, Foundation agendas, minutes, quarterly philanthropy update reports, and grant proposal submissions by **August 31, 2015. In Progress**
2. Submission of the annual Voluntary Survey for Aid to Education (VSE) by **October 1, 2014 Achieved**
3. New annual giving clubs, lifetime giving societies, and planned gift society revised and relaunched, depending upon the availability of funds, by **August 31, 2015.**
4. Presidential-level donor recognition event held and donor recognitions, depending upon the availability of funds, by **August 31, 2015.**
5. Move all old prospect, donor, alumni records into RE to enable donor solicitations segmented and targeted solicitations based on the aggregate information contained in the RE database, second phase completed by **August 31, 2015 and on-going.**
6. Prospects identified and donors and prospects cultivated using standard "moves management" plans as evidence by reports noted above by **August 31, 2015 and on-going.**
7. Increased items given to and participation in the Vernon College Foundation Annual Auction as evidenced by dollars raised and matched by the Foundation by **February 28, 2015 and on-going.**
8. New scholarships developed and more building scholarships either completed or status resolved as compared to the number of building scholarships at the end of the 2014-2015 fiscal year by **August 31, 2015.**
9. Grants submitted to funding agencies; grant research notes and communications with interested Vernon College employees regarding funding opportunities available; assist in the application process as appropriate by **August 31, 2015.**
10. Participate in the CRD Federal Funding Task Force and Annual Conference, conference notes and funding agency notes – **November 2014.**
11. Participate in the NCMPR Annual Conference, conference notes by **August 31, 2015.**
12. Develop best practices, policies, definitions, and procedures for utilizing the RE database by **August 31, 2015.**

- 13. Attend grant writing/management workshops, conferences, seminars, institutes, webinars; tools and techniques learned will be incorporated in the College grant program by **August 31, 2015.**
- 14. Annual software licenses/maintenance contracts renewed by **August 31, 2015.**
- 15. Research for possible incorporation into Institutional Advancement program new electronic/software tools that will enhance IA strategies effectively for the College by **August 31, 2015 and on-going.**

**Priority Initiative #7:  
Enhance the technology infrastructure of the institution.**

**August 2014**

**Admissions**

**Objective #1 :** Maintain and enhance technology infrastructure of the Admissions Office

**Responsibility:** Dean of Admissions & Financial Aid/Registrar and Director of Admissions and Records

**Statement of Need:** Admissions must continuously maintain and enhance their technology in order to accomplish their primary responsibilities and comply with THECB and SACSCOC requirements

- Actions:**
- 1. Monitor IT “Replacement List” for desktop computers for Admission staff of 12
  - 2. Purchase 2 replacement printers for Admission staff of 12
  - 3. Monitor age of Scanners for replacement due to usage

**Resources and Approximate \$:** Technology: Scanners 2 @ \$1,000 = \$2,000 Dell or HP Printers 2 @ \$750 = \$1,500

**Assessment Method/Date:** Purchase of above before or during current academic year. / **August In Progress**

**Financial Aid**

**Objective #1:** Maintain and enhance technology infrastructure of the Financial Aid Office

**Responsibility:** Director of Financial Aid



<b>Statement of Need:</b> Financial Aid must continuously maintain and enhance technology in order to accomplish the primary responsibilities for the office and comply with DOE requirements. Maintain technology as required by Department of Education (DOE)
<b>Actions:</b> <ol style="list-style-type: none"> <li>1. Monitor IT "Replacement List" for desktop computers for Financial Aid staff of 9</li> <li>2. Purchase 2 replacement printers for Financial Aid staff of 9</li> <li>3. Monitor age of Scanners for replacement due to usage</li> <li>4. Monitor Department of Education technology requirements for electronic processing</li> </ol>
<b>Resources and Approximate \$:</b> Technology: 1. Scanners 2 @ \$1,000 = \$2,000 2. Dell or HP Printers 2 @ \$750 = \$1,500 3. Laptop Computer and Projector for presentations = \$2,000 est 4. DOE required processing computer (Est. \$1,500)
<b>Assessment Method/Date:</b> Purchase of above before or during current academic year. / August Achieved

**Information Technology**

<b>Objective #1:</b> Adhere to Best Practices IT Replenishment Strategy
<b>Responsibility:</b> Run Business Solutions
<b>Statement of Need:</b> Purchase is necessary to bring the college to a best practices IT replenishment plan for all computing equipment
<b>Actions:</b> <ol style="list-style-type: none"> <li>1. Purchase 123 faculty PCs, 128 Lab use PCs</li> <li>2. Roll out 10 faculty and staff PCs per month and replace 1 to 2 labs per month.</li> </ol>
<b>Resources and Approximate \$:</b> Technology \$278,152.50
<b>Assessment Method/Date:</b> Documentation of purchases via the VC IT Budget and Replenishment Completion Schedule.
<b>Date:</b> August 31, 2014 In Progress

<b>Objective #2: Software selection for Campus Management system to assess the viability of the current campus management system and compare to other competitive products as well as current needs of the college.</b>
<b>Responsibility:</b> Vernon College Appointed Selection Committee and Run Business Solutions
<b>Statement of Need:</b> To stay competitive in the services that Vernon College provides.
<b>Actions:</b>

1. Form software selection committee and assess need **Not Achieved**

**Resources and Approximate \$:** Technology \$TBD

**Assessment Method/Date:** Documentation of appointment of Selection Committee, meeting notes and recommendation. **Date:**

**Objective #3: Consider Business Continuity Planning: POISE and Blackboard**

**Responsibility:** VC Administration and Run Business Solutions

**Statement of Need:** Necessary for quick recovery in the event of localized disaster

**Actions:**

1. Engage respective vendors and explore options for high availability and redundancy **Achieved**

**Resources and Approximate \$:** (Facilities, Institutional Improvement, Personnel, Technology) Technology \$TBD

**Assessment Method/Date:** Documentation within the VC Strategic Plan document.

**Date:** August 31, 2014

**Objective #4: Explore Virtual Desktops for Labs**

**Responsibility:** Departmental Admins and Run Business Solutions

**Statement of Need:** To streamline and stabilize the deployment, management, and day to day use of PC labs while lowering the overall equipment cost per lab.

**Actions:**

1. Explore different VDI solutions from different vendors
2. Setup test environment to measure viability
3. Make decision

**Resources and Approximate \$:** (Facilities, Institutional Improvement, Personnel, Technology) Technology

**Assessment Method/Date:** Documentation/discussion found in the Potential Grant Ideas document as provided to Dr. Johnston.

**Date:** August 31, 2014 **In Progress**

**Objective #5: Windows Mobility Solutions**

<b>Responsibility:</b> VC Administration/Faculty and Run Business Solutions
<b>Statement of Need:</b> The release of Windows 8 has brought several new tablet options to the market. They need to be researched and tested for their effectiveness in the classroom.
<b>Actions:</b> 1. Form group to research and test Windows 8 tablets
<b>Resources and Approximate \$:</b> (Facilities, Institutional Improvement, Personnel, Technology) Technology \$TBD
<b>Assessment Method/Date:</b> Documentation/discussion found in the Potential Grant Ideas document as provided to Dr. Johnston.
<b>Date:</b> August 31, 2014 <b>In Progress</b>

<b>Objective #6: Point to Point Connectivity for Softball Press Box</b>
<b>Responsibility:</b> VC Maintenance and Run Business Solutions
<b>Statement of Need:</b> Provide connectivity to aforementioned areas
<b>Actions:</b> 1. Receive approval for initiative 2. Purchase equipment necessary 3. Install equipment (Run Biz & Maintenance Dept.)
<b>Resources and Approximate \$:</b> (Facilities, Institutional Improvement, Personnel, Technology) Technology \$3,892.00
<b>Assessment Method/Date:</b> Develop Point to Point Wireless Strategy per the Run Biz Quote # QTE0001880
<b>Date:</b> August 31, 2014 <b>Not Achieved</b>

## September

### Student Services

<b>Objective # 1:</b> Provide reliable internet service to student athletes as they travel while representing Vernon College.
<b>Responsibility:</b> Associate Athletic Director, Vernon College Coaches, Dean of Student Services/Athletic Director
<b>Statement of Need:</b> All Vernon College academic courses utilize an online component. Currently, when athletic teams travel they are unable to access the internet except at hotels that offer free internet access. Therefore, student athletes are limited on when

they can complete online course components during school sanctioned travel.

**Actions:**

1. Install wireless hot spots on Vernon College buses and vans so that athletes can utilize the internet for academic work during school sanctioned athletic travel. **Achieved**

**Resources and Approximate \$:** (Facilities, Institutional Improvement, Personnel, Technology) \$400 for hot spots, \$100 monthly service technology

**Assessment Method/Date:** installed an operational by **August 2014** **Date:**

**Objective # 2:** Provide wireless internet service to the Wade Kirk Softball Field at Vernon College.

**Responsibility:** Dean of Student Services/Athletic Director, Softball Coach

**Statement of Need:** Vernon College Softball would like to have wireless internet access at the Wade Kirk Softball Field so that games can be webcasted and podcasted. This would help recruiters at 4 year schools view our Vernon College girls for potential transfers. This would also help potential recruits watch current softball games. This would help current team members be able to have families and friends watch their games when player family and friends are not able to travel to Vernon, Texas. All of this will provide current technology to keep pace with other schools in our region.

**Actions:**

1. Install wireless internet at the Wade Kirk Softball Field through RunBiz. **In Progress**

**Resources and Approximate \$:** (Facilities, Institutional Improvement, Personnel, Technology) \$4000 technology

**Assessment Method/Date:** installed and operational by **September 2014** **Date:**

**Priority Initiative #8:**

**Develop processes for fundraising and alumni to better support the College's needs through more external funding and the building of a strong alumni base.**

**August 2014**

**Institutional Advancement**

**Objective #1:** Respond to College funding needs through various fundraising methods

**Responsibility:** Director of Institutional Advancement/Executive Director, Vernon College Foundation; Coordinator of Marketing and Alumni Relations; Advancement Services Specialist; Advancement Services Specialist for Marketing and Scholarship Support

**Statement of Need:** Philanthropic support provides increased funding for the “tools” that support student learning, retention, and certificate/degree completion or transfer by students. The Vernon College Foundation is the repository of philanthropic funds that will support College needs. These needs have been identified in the areas of endowed and non-endowed scholarship support; endowed positions, and program and general fund support. New individual donors, both alumni and non-alumni, must be identified and cultivated, as well as current donors retained, and lapsed donors encouraged to renew their support. Donors and prospects respond to different methods of fundraising depending upon their social, cultural, and economic circumstances. Additionally, strong donor stewardship/donor relations program using donor recognition societies, both annual and aggregate, provide a visible means of recognizing and encouraging prospects to become donors. Grant opportunities, from both private and public funding agencies, can be pursued to support specific needs of the College such as faculty/staff professional development, program/department support, or equipment. These activities require travel.

**Actions:**

1. Enhance existing philanthropy efforts and, utilizing the Raiser’s Edge (RE) software, design and implement various segmented philanthropy programs such as annual giving, major and leadership gift programs, a planned giving program, and grant program.
2. Research federal and state grant programs to determine viability for Vernon College support. Send the information to the Dean of Instructional Services for dissemination to the faculty that may be interested in pursuing a grant and contact support service components of the College about potential grant opportunities.
3. Work with faculty and staff to assist in the preparation and the electronic submission of proposals through grants.gov, Fastlane, etc.
4. Using the Metasoft Foundation/Corporation Funding software, research potential foundations and corporations to determine viability for Vernon College support. Send information to the Dean of Instructional Services for dissemination to faculty and initiate contact with support service components of the College about potential grant opportunities.
5. Assist faculty and staff in the preparation and submission of proposals to private funding agencies.
6. Once all old giving records are in RE, review, revise, and relaunch the annual giving clubs and aggregate giving societies including a Heritage Club to recognize those who have included the College and/or the Foundation in their estate plans.
7. Using RE, identify donors by lifetime giving and launch a new presidential-level annual event to recognize lifetime giving and planned gift donors. This event will excite the donors who will be honored as well as serve as a cultivation event to encourage current aggregate donors to “move up” to the next society as well as encourage other donors and prospects to

increase their giving so that they can be “inducted” into a lifetime giving society.

8. Develop new scholarship opportunities, both endowed and non-endowed, and continue to work with the donors of the “building” endowed scholarships (those under the \$10,000 minimum threshold) to bring the funds either to the minimum award level or incorporate those funds into another fund so that awards can be made.
9. Continue to build support for the Vernon College Foundation Annual Auction.
10. Continue to participate in the Council for Resource Development Federal Funding Task Force and the Annual Conference to develop relationships with Federal agencies on behalf of the Vernon College, to gather the most up-to-date information about grant opportunities, and to build a network of colleagues that may facilitate grant collaboration.
11. Attend and participate in the annual National Council for Marketing and Public Relations (NCMPR) Conference to network with marketing and webmaster colleagues and learn about the most up-to-date techniques and strategies to benefit Vernon College.
12. Attend other relevant training workshops, seminars, conferences, and webinars for management, grantsmanship, fundraising, alumni relations, marketing, and advancement services.
13. Work with the President, the Dean of Instructional Services, and the Associate Dean for Career and Technical Education to encourage faculty and staff to participate in grant writing on behalf of their programs and/or professional development opportunities.
14. Keep all software licenses current to ensure that the most advanced technology to benefit our students and the College as a whole is being utilized.
15. Research additional software tools and evaluate for potential implementation to enhance Institutional Advancement efforts on behalf of the College and Foundation.

#### **Resources and Approximate \$:**

1. **Institutional Improvement:** Funds to create and implement an annual Presidential-level Donor Recognition Event -- \$6,500; Funds to purchase standardized donor recognition items for both Annual Giving Clubs and Aggregate Giving Clubs -- \$5,000; Funds to attend the CRD Federal Funding Task Force and the CRD Annual Conference -- \$7,000. NCMPR Annual Conference -- \$3,500. Other relevant professional development conferences, seminars, workshops, and webinars to keep current with techniques and strategies to benefit Vernon College -- \$4,000.
2. **Technology:** Renew annual software licenses and maintenance contracts: Raiser’s Edge (RE) software license -- \$8,500; MaestroSoft Pro Auction Software license -- \$3,500; Metasoft Foundation/Corporate Funding search software license -- \$4,000; STARS annual software license -- \$7,700. Funds to obtain other relevant software licenses if determined that such as license will enhance/upgrade the ability of Institutional Advancement to support College funding needs.

**Assessment Method/Date:**

1. Sustained giving by current donors as well as new donors to the College and Foundation added as evidence by Annual Philanthropy Comparison Report, donor/prospect call reports, Foundation agendas, minutes, quarterly philanthropy update reports, and grant proposal submissions by **August 31, 2014. Achieved**
2. Submission of the annual Voluntary Survey for Aid to Education (VSE) by **October 1, 2014. Achieved**
3. New annual giving clubs, lifetime giving societies, and planned gift society revised and relaunched, depending upon the availability of funds, by **August 31, 2015.**
4. Presidential-level donor recognition event held and donor recognitions, depending upon the availability of funds, by **August 31, 2015.**
5. Move all old prospect, donor, alumni records into RE to enable donor solicitations segmented and targeted solicitations based on the aggregate information contained in the RE database, second phase completed by **August 31, 2015 and on-going.**
6. Prospects identified and donors and prospects cultivated using standard “moves management” plans as evidence by reports noted above by **August 31, 2015 and on-going.**
7. Increased items given to and participation in the Vernon College Foundation Annual Auction as evidenced by dollars raised and matched by the Foundation by **February 28, 2015.**
8. New scholarships developed and more building scholarships either completed or status resolved as compared to the number of building scholarships at the end of the 2014-2015 fiscal year by **August 31, 2015.**
9. Grants submitted to funding agencies; grant research notes and communications with interested Vernon College employees regarding funding opportunities available; assist in the application process as appropriate by **August 31, 2015.**
10. Participate in the CRD Federal Funding Task Force and Annual Conference, conference notes and funding agency notes – **November 2014.**
11. Participate in the NCMPR Annual Conference, conference notes by **August 31, 2015.**
12. Develop best practices, policies, definitions, and procedures for utilizing the RE database by **August 31, 2015 and on-going.**
13. Attend grant writing/management workshops, conferences, seminars, institutes, webinars; tools and techniques learned will be incorporated in the College grant program by **August 31, 2015.**
14. Annual software licenses/maintenance contracts renewed by **August 31, 2015.**
15. Research for possible incorporation into Institutional Advancement program new electronic/software tools that will enhance IA strategies effectively for the College by **August 31, 2015 and on-going.**

## September

### Institutional Advancement

**Objective # 4:** Continue to increase scholarship availability for Vernon College students.

**Responsibility:** Director of Institutional Advancement/Executive Director, Vernon College Foundation; Coordinator of Marketing and Alumni Relations; Advancement Services Specialist; Advancement Services Specialist for Marketing and Scholarship Support

**Statement of Need:** Financial difficulties can be a barrier to students which can result in not attending college, only attending part-time, unsuccessful completion of a degree or certificate program, or dropping out altogether. Therefore, a strong scholarship program aids in both recruitment and retention efforts. Additionally a strong, dynamic scholarship program will aid in meeting the KPIA benchmarks: At or above 33%, the number of twelve county high school graduates who attended college choose Vernon College; At or above small college group percent of full-time, first-time degree/certificate-seeking undergraduate students who received grant or scholarship aid from the federal government, state/local government, or the institution, or loans by type of aid: 2010-2011; and At or above small college group percent of all undergraduates receiving aid by type of aid: 2010-2011. Since implementation of the STARS On-Line Application program for Vernon College students, applications have risen 177% in first year of STARS implementation and 197% in year 2 and 220% in year 3. This trend is projected to continue. There is also a need to provide information about other non-Vernon College/Vernon College Foundation scholarships that Vernon College students could apply for whether to continue their studies at the College or to use when transferring to a four-year institution. Additionally, students must have a place to go and an identified person(s) to speak with for help with scholarship applications or more information. The SENSE Survey indicated that students do not feel that there is anyone identified at Vernon College that can assist them with scholarship questions. Question 18i – “The College provided me with adequate information about financial assistance” and Question 18j – “A college staff member helped me determine whether I qualified for financial assistance.” Therefore, in the area of Vernon College/Vernon College Foundation scholarships which are handled by the Office of Institutional Advancement we must do a better job of assisting our current and future students take advantage of all scholarship opportunities.

**Actions:**

1. Continue to utilize the STARS On-Line Scholarship Application process to facilitate scholarship applications.
2. Enhance the scholarship page on the Vernon College website with STARS information and its link and links to other outside scholarships that Vernon College students can apply for.
3. Continue to develop multiple access points within the Vernon College website that will provide access to the STARS program as well as other scholarship information.
4. Review each scholarship’s criteria and build an information file about these scholarships to help students determine their applicant eligibility.



5. Continue the “Vernon College/Vernon College Foundation Scholarship Office” within the Office of Institutional Advancement as a one-stop shop to assist students with scholarship applications: College, Foundation, and non-College/Foundation scholarships that are open to Vernon College students.
6. Participate in any informational webinars presented by scholarship funders to obtain the current information about their scholarship programs in order to better serve our students.
7. Manage the Vernon College Foundation Catching the Future dual credit scholarship program and the Archer City ISD and Iowa Park ISD College Connections scholarship programs.
8. Review and select an on-line scholarship application software that can be used for dual credit and College Connections scholarships as a process improvement.
9. Work with the Early College State Coordinator and College Recruiter to maintain contacts with high school counselors to distribute information about the Vernon College/Vernon College Foundation Scholarship Program.
10. Make presentations to area high schools to assist students with their STARS applications.
11. From September to December review STARS student application progress on a bi-weekly basis to determine which applications are incomplete. Contact each student with an incomplete application to help them finish the application prior to the March 1 deadline.
12. In January and February review student application progress on a weekly basis.
13. Continue to seek increased funding, in both the private and public sectors, for all College and Foundation scholarships, including dual credit scholarships.
14. Continue research to find other scholarship sources for our students and add to Scholarship page on the website.
15. Develop a scholarship brochure that provides the highlights of Vernon College/Vernon College Foundation Scholarships for distribution to area high schools and for use as a solicitation tool.
- 16.** Work with the Directors of Student Activities, SGA, Student Forum and other student groups to promote the scholarship program and encourage applications.
17. Utilize targeted marketing strategies such as press releases and letters to service area high schools to promote county- and high school-graduate restricted scholarships in those counties and high schools.
18. Add a staff position, Advancement Services Specialist for Marketing and Scholarship Support to: monitor all Vernon College social media including, but not limited to, the College Facebook and Twitter accounts as well as other methods of social media as needed. Serve as the Office of Institutional Advancement website Content Administrator to update and maintain the Vernon College Homepage, the Vernon College Foundation page, the Alumni page, the Scholarship page, the Institutional Advancement page and other pages as needed under the direction of the Coordinator of Marketing and Alumni. Manage

and update the STARS information under the direction of the Director of Institutional Advancement. Add new scholarships and criteria to the STARS database. Review all scholarship criteria information annually for completeness and make changes to existing criteria if the scholarship is revised. Prepare STARS reports including the student application progress report; contact students who have not completed their application and assist them to do so. Send welcome letter to the applicants as scholarship applications are completed. Respond to student applicant questions. Maintain all paper scholarship files. Assist with marketing the availability of general as well as restricted scholarships. Maintain the scholarship Excel reports adding new gifts received and scholarships awarded each year. Assist with researching other scholarship opportunities available for Vernon College students, gather the information and update the information on the STARS Scholarship Page on the Vernon College website. Assist with the preparation and distribution of all scholarship offers to students and the subsequent annual scholarship reports to donors. Assist with the annual Scholarship Banquet. Respond to inquiries from donors regarding the status of their scholarship funds; update scholarship information in the RE database and run RE and Excel scholarship reports as needed. Assume a proactive role in increasing the efficiency and organization of the Department. Assist in the preparation of meeting packets, toolkits, etc. for various activities undertaken by the Office of Institutional Advancement. Assume other duties as assigned by the Director of Institutional Advancement and/or the College President.

**Resources and Approximate \$:**

1. **Institutional Improvement** -- new Scholarship Brochure -- \$10,000.
2. **Personnel** – Advancement Services Specialist for Marketing and Scholarship Support – Full-time -- \$25,000-\$28,000
3. **Technology** – Annual software license for STARS – \$7,700; New software for dual-credit and College Connections scholarship programs -- \$5,000

**Assessment Method/Date:**

1. Advancement Services Specialist for Marketing and Scholarship Support hired by **August 31, 2015**
2. Scholarship page on College website updated and new scholarship information added by **August 31, 2015** and on-going.
3. STARS presentations to area high schools as requested and evidenced by appointments calendar by **August 31, 2015** and on-going.
4. Continue “one stop shop” scholarship office and track number of calls, emails, and face to face meetings from students requesting assistance with STARS or other scholarship applications by **August 31, 2015** and on-going.
5. Recommendation of additional on-line scholarship application software for use in the dual credit and college connections scholarship programs by **August 31, 2015**.
6. STARS annual license renewed by **September 15, 2014**. **Achieved**

7. Scholarship program brochure designed and implemented by **August 31, 2015.**
8. Increased funding for scholarships achieved by **August 31, 2015.**
9. Presentations to Vernon College student groups, as requested, about the availability of scholarships by **August 31, 2015.**
10. Chair the Vernon College Scholarship Committee in March-April and prepare annual report by **August 31, 2015.**
11. Number of targeted press releases and letters sent by **March 1, 2015.**

**October**

**Institutional Advancement**

<p><b>Objective #1:</b> Respond to College funding needs through various fundraising methods</p>
<p><b>Responsibility:</b> Director of Institutional Advancement/Executive Director, Vernon College Foundation; Coordinator of Marketing and Alumni Relations; Advancement Services Specialist; Advancement Services Specialist for Marketing and Scholarship Support</p>
<p><b>Statement of Need:</b> Philanthropic support provides increased funding for the “tools” that support student learning, retention, and certificate/degree completion or transfer by students. The Vernon College Foundation is the repository of philanthropic funds that will support College needs. These needs have been identified in the areas of endowed and non-endowed scholarship support; endowed positions, and program and general fund support. New individual donors, both alumni and non-alumni, must be identified and cultivated, as well as current donors retained, and lapsed donors encouraged to renew their support. Donors and prospects respond to different methods of fundraising depending upon their social, cultural, and economic circumstances. Additionally, strong donor stewardship/donor relations program using donor recognition societies, both annual and aggregate, provide a visible means of recognizing and encouraging prospects to become donors. Grant opportunities, from both private and public funding agencies, can be pursued to support specific needs of the College such as faculty/staff professional development, program/department support, or equipment. These activities require travel.</p>
<p><b>Actions:</b></p> <ol style="list-style-type: none"> <li>16. Enhance existing philanthropy efforts and, utilizing the Raiser’s Edge (RE) software, design and implement various segmented philanthropy programs such as annual giving, major and leadership gift programs, a planned giving program, and grant program.</li> <li>17. Research federal and state grant programs to determine viability for Vernon College support. Send the information to the Dean of Instructional Services for dissemination to the faculty that may be interested in pursuing a grant and contact support</li> </ol>

service components of the College about potential grant opportunities.

18. Work with faculty and staff to assist in the preparation and the electronic submission of proposals through grants.gov, Fastlane, etc.
19. Using the Metasoft Foundation/Corporation Funding software, research potential foundations and corporations to determine viability for Vernon College support. Send information to the Dean of Instructional Services for dissemination to faculty and initiate contact with support service components of the College about potential grant opportunities.
20. Assist faculty and staff in the preparation and submission of proposals to private funding agencies.
21. Once all old giving records are in RE, review, revise, and relaunch the annual giving clubs and aggregate giving societies including a Heritage Club to recognize those who have included the College and/or the Foundation in their estate plans.
22. Using RE, identify donors by lifetime giving and launch a new presidential-level annual event to recognize lifetime giving and planned gift donors. This event will excite the donors who will be honored as well as serve as a cultivation event to encourage current aggregate donors to “move up” to the next society as well as encourage other donors and prospects to increase their giving so that they can be “inducted” into a lifetime giving society.
23. Develop new scholarship opportunities, both endowed and non-endowed, and continue to work with the donors of the “building” endowed scholarships (those under the \$10,000 minimum threshold) to bring the funds either to the minimum award level or incorporate those funds into another fund so that awards can be made.
24. Continue to build support for the Vernon College Foundation Annual Auction.
25. Continue to participate in the Council for Resource Development Federal Funding Task Force and the Annual Conference to develop relationships with Federal agencies on behalf of the Vernon College, to gather the most up-to-date information about grant opportunities, and to build a network of colleagues that may facilitate grant collaboration.
26. Attend and participate in the annual National Council for Marketing and Public Relations (NCMPR) Conference to network with marketing and webmaster colleagues and learn about the most up-to-date techniques and strategies to benefit Vernon College.
27. Attend other relevant training workshops, seminars, conferences, and webinars for management, grantsmanship, fundraising, alumni relations, marketing, and advancement services.
28. Work with the President, the Dean of Instructional Services, and the Associate Dean for Career and Technical Education to encourage faculty and staff to participate in grant writing on behalf of their programs and/or professional development opportunities.
29. Keep all software licenses current to ensure that the most advanced technology to benefit our students and the College as a whole is being utilized.

30. Research additional software tools and evaluate for potential implementation to enhance Institutional Advancement efforts on behalf of the College and Foundation.

**Resources and Approximate \$:**

3. **Institutional Improvement:** Funds to create and implement an annual Presidential-level Donor Recognition Event -- \$6,500; Funds to purchase standardized donor recognition items for both Annual Giving Clubs and Aggregate Giving Clubs -- \$5,000; Funds to attend the CRD Federal Funding Task Force and the CRD Annual Conference -- \$7,000. NCMPR Annual Conference -- \$3,500. Other relevant professional development conferences, seminars, workshops, and webinars to keep current with techniques and strategies to benefit Vernon College -- \$4,000.
4. **Technology:** Renew annual software licenses and maintenance contracts: Raiser's Edge (RE) software license -- \$8,500; MaestroSoft Pro Auction Software license -- \$3,500; Metasoft Foundation/Corporate Funding search software license -- \$4,000; STARS annual software license -- \$7,700. Funds to obtain other relevant software licenses if determined that such as license will enhance/upgrade the ability of Institutional Advancement to support College funding needs.

**Assessment Method/Date:**

16. Sustained giving by current donors as well as new donors to the College and Foundation added as evidence by Annual Philanthropy Comparison Report, donor/prospect call reports, Foundation agendas, minutes, quarterly philanthropy update reports, and grant proposal submissions by **August 31, 2014. Achieved**
17. Submission of the annual Voluntary Survey for Aid to Education (VSE) by **October 1, 2014. Achieved**
18. New annual giving clubs, lifetime giving societies, and planned gift society revised and relaunched, depending upon the availability of funds, by **August 31, 2015.**
19. Presidential-level donor recognition event held and donor recognitions, depending upon the availability of funds, by **August 31, 2015.**
20. Move all old prospect, donor, alumni records into RE to enable donor solicitations segmented and targeted solicitations based on the aggregate information contained in the RE database, second phase completed by **August 31, 2015 and on-going.**
21. Prospects identified and donors and prospects cultivated using standard "moves management" plans as evidence by reports noted above by **August 31, 2015 and on-going.**
22. Increased items given to and participation in the Vernon College Foundation Annual Auction as evidenced by dollars raised and matched by the Foundation by **February 28, 2015.**
23. New scholarships developed and more building scholarships either completed or status resolved as compared to the number of building scholarships at the end of the 2014-2015 fiscal year by **August 31, 2015.**

24. Grants submitted to funding agencies; grant research notes and communications with interested Vernon College employees regarding funding opportunities available; assist in the application process as appropriate by **August 31, 2015**.
25. Participate in the CRD Federal Funding Task Force and Annual Conference, conference notes and funding agency notes – **November 2014**.
26. Participate in the NCMPR Annual Conference, conference notes by **August 31, 2015**.
27. Develop best practices, policies, definitions, and procedures for utilizing the RE database by **August 31, 2015 and on-going**.
28. Attend grant writing/management workshops, conferences, seminars, institutes, webinars; tools and techniques learned will be incorporated in the College grant program by **August 31, 2015**.
29. Annual software licenses/maintenance contracts renewed by **August 31, 2015**.
30. Research for possible incorporation into Institutional Advancement program new electronic/software tools that will enhance IA strategies effectively for the College by **August 31, 2015 and on-going**.

- Meeting schedule: November 21 and December 12
- Adjournment - The meeting was adjourned at 10:47 a.m.