

**Vernon College**  
**Assessment Activity/Report Communication Form**  
**2015-2016**

**Title:** Voluntary Survey for Aid to Education

**Date of completion:** 9/30/2015

**Please circle or highlight:** Assessment Activity

**Report**

Both

**Highlights of data:** The Voluntary Survey for Aid to Education (VSE) reports Vernon College philanthropy results for the previous year. The data is reported by solicitation method and by donor constituency categories. Giving increased over 2013-2014 due to several significant gifts.

**Use of data:** VSE results benchmark the success of Vernon College fundraising initiatives in comparison with other community colleges that also file the VSE. It also shows results by constituency and method of giving and is an aid in developing plans to cultivation/solicitation of various categories of donor constituencies.

**How associated to Student Success?** Data reported on the VSE Survey indicates that Vernon College donors' main giving focus is student scholarships. Scholarships are critical to our students and help them success at the College.

**Where the report can be found:** In the Office of Institutional Advancement

**Submitted by:** Michelle A. Alexander **Date:** October 20, 2015  
(Responsible Party)

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**Received by Office of Quality Enhancement:** 10/20/15  
(Date)

**Presented to SSBTN Committee\*:** 10/21/15  
(Date)

\* Posted on Vernon College website to be shared with SSBTN and College Effectiveness Committees as well as Vernon College constituents.