

Vernon College
Assessment Activity/Report Communication Form
2017-2018

Title: Voluntary Survey for Aid to Education

Date of completion: September 30, 2017

Highlights of data:

The Voluntary Survey for Aid to Education (VSE) is a national survey reporting an institution's total private philanthropy during the previous fiscal year. The aggregate data is reported by constituency and gift designation. During fiscal 2016-2017 a total of \$489,266. This is a 17% decrease over the total raised in 2015-2016. Uncertainties about the economy and the 2016 election caused some donors to reduce their charitable giving to Vernon College. In addition, a significant donor passed away in December 2015 which is also reflected in the 2016-2017 philanthropic total.

Use of data:

This data can be used for benchmarking fundraising by Vernon College in comparison to similar-sized community colleges who also complete the VSE. Further, reviewing giving by constituency and gift designation is an aid to setting cultivation/solicitation strategies for future fundraising campaigns by highlighting giving trends year-to-year among the College's constituencies.

How associated to Student Success?

The majority of gifts and grants given to Vernon College are designated to student scholarships. The availability of additional scholarship dollars helps recruit and retain students through completion or successful transfer.

Office of Institutional Advancement and VSE

Where the report can be found: Website

Submitted by: Michelle A. Alexander **Date:** November 9, 2017
(Responsible Party)

Received by Office of Institutional Effectiveness:

November 9, 2017
(Date)

Posted to VC Website*:

March 9, 2018
(Date)

* To be shared with the Student Success Data and College Effectiveness Committees as well as Vernon College constituents.