Vernon College
Assessment Activity/Report Communication Form
2018-2019

Title: **Voluntary Survey for Aid to Education**   **Date of completion:**   September 29, 2018

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 2017-2018 a total of $446,598 was raised in philanthropic dollars. This is an 8.75% decrease over the total raised in 2016-2017. Uncertainties over the effects of the 2017 tax law changes enacted by Congress caused some donors to reduce their charitable giving to Vernon College.

Use of data:
The VSE report is used as an aid in developing plans for the cultivation/solicitation of various categories of donor constituencies. Year to year comparison of total private gifts and grants raised on behalf of Vernon College demonstrates the success of fundraising initiatives.

Success of fundraising demonstrates need to review total dollars raised over three-year period to evaluate setting a new benchmark. Based on the results an expected outcome for 2018-2019 will be to explore limited database segmentation for solicitation to various constituencies in order to increase philanthropic dollars raised beyond the $250,000 benchmark.

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.

Where the report can be found: Office of Institutional Advancement/CASE website

Submitted by: **Michelle A. Alexander**   **Date:**   November 2, 2018
                               (Responsible Party)

Received by Office of Institutional
Effectiveness: January 11, 2019
                                                                              (Date)

Posted to VC Website*:   February 18, 2019
                                                                              (Date)

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