

Vernon College
Assessment Activity/Report Communication Form
2019-2020

Title: Voluntary Survey for Aid to Education

Date of completion: September 30, 2019

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 2018-2019, a total of \$450,224 was raised in philanthropic dollars. This is a slight (0.08%) over the total raised in 2017-2018.

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 these results, limited database segmentation for solicitation to various constituencies will be piloted in 2019-2020 in order to increase philanthropic dollars raised and the benchmark will be raised from \$250,000 to \$275,000.

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: _____

Submitted by: Michelle A. Alexander **Date:** October 10, 2019
(Responsible Party)

Received by Office of Institutional Effectiveness: October 10, 2019
(Date)

Posted to VC Website*: October 23, 2019
(Date)

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