

Vernon College

Assessment Activity/Report Communication Form 2013-2014

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

Date of completion: 9/30/2014

Please circle: **Assessment Activity**

Report

Both

Highlights of data: The VSE Survey is a national survey that reports an institution's total philanthropy that was raised in the previous fiscal year. Data is reported by specific constituencies and gift designations. A total of \$663,022.00 was raised during the 2013-2014 Academic Year

Use of data: This data, once all participating institutions have completed the survey, can be used for benchmarking purposes to determine how Vernon College's philanthropy program did compared with similar 2 year colleges. The data can also be used to spot trends year to year in Vernon College giving statistics.

How associated to Student Success? The majority of the gifts and grants given to Vernon College support student scholarships. The availability of additional scholarship dollars helps recruit and retain students.

Where the report can be found: Office of Institutional Advancement

**Submitted by: Michelle A. Alexander
(responsible party)**

Date: October 6, 2014

**Received by Office of Institutional Effectiveness: October 7, 2014
(date)**

**Presented to College Effectiveness Committee:
(date)**