

Vernon College
Assessment Activity/Report Communication Form
2016-2017

Title: Voluntary Survey for Aid to Education

Date of completion: 9/29/2016

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 2015-2016 a total of \$592,303 was raised. Excluding a **one-time** \$1,000,000 gift given in 2014-2015; the 2015-2016 total is a 6% increase over 2014-2015.

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. 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 and VSE website

Submitted by: Michelle A. Alexander **Date:** November 14, 2016
(Responsible Party)

Received by Office of Quality Enhancement: 11/14/16
(Date)

Posted to VC Website*: 2/3/17
(Date)

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