



Annual Program Review 2012-2013 ADMINISTRATIVE PROGRAMS

Glendale College Foundation

Authorization

After the document is complete, it must be reviewed and submitted to the Program Review Office by the Manager.

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1.0. Trend Analysis

Please provide the following information for the service functions within your area. Use the data to indicate trends (e.g., steady, increasing, decreasing, etc.) for each of the following measures.

Service / Function	Services Provided	Contacts/ Production/ Recipients	Academic Year			
			2008-2009	2009-2010	2010-2011	2011-2012
			Fundraising	Work with the Foundation board to raise funds for the college through special events, face to face asks, and an annual appeals process	Total Donations	\$385,707
Major Donors	\$1,000+ Cumulative annual. This is a one-on-one program where staff and board make personal asks.		\$283,000	\$271,000	\$359,000	\$271,000
Endowment Fund	Work with Finance Committee and Investment Manager to oversee the pooled investment funds of the Foundation.	Investment Growth	\$1,342,50	\$834,212	\$1.2m	(\$124,44)

STAFFING	FTEF	Mgmt.	Classified	Hourly	Student Workers Hrs.
2007-2008		0	2		10
2008-2009		1	2		10
2009-2010		1	2		20
2010-2011		1	2		20
2011-2012		1	2		20

1.1. Describe any trends and how this affects students (if applicable) and or your service recipients, area or the district.

2011-2012 still had a volatile economy that affected our fundraising. Limited staffing also continues to be a factor in our fundraising success. However, the first quarter of our new fiscal year (2012-2013) is showing solid growth, due in part to our 85th Anniversary efforts. Economic predictions for 2013 indicate continued growth in the job market. In addition, the District reassigned a college director on a half-time basis to work with the Foundation, which will help us with additional fundraising.

1.2. Please explain any other relevant quantitative/qualitative information that affects the evaluation of your program?

The investment market continued to show volatility and it is impossible to predict how and when current macroeconomic challenges will be resolved. Despite that uncertainty, it continues to be important to remain focused on long-term investment opportunities and long-term financial goals. That is what the Foundation’s endowment fund investment policy is all about. Since its inception in 2003, our endowment fund has shown strong growth.

2.0. Program Level Outcomes

Please provide the following information for each outcome developed within your area.

Program Service/Function	Outcome Developed	Have outcomes been assessed? Yes or No	Has the assessment data been analyzed? Yes or No	Has the data been used for program improvement?
Fundraising	1. Increase the number of major donors to the Foundation. 2. Increase our outreach efforts to Alumni	Yes	Yes	Yes
Community Relations	Increase the visibility of the college to the local and surrounding communities.	Yes	Yes	Yes

2.1. Please comment on your answers above. Include whether evidence from assessments shows that the program is improving and/or achieving desired outcomes

Fundraising must be assessed on a long-term basis since good fundraising is good relationship building and takes time. Although donations for 2011-2012 fiscal year dipped slightly, we are seeing a 300% increase just in the first quarter of 2012-2013 and expect this trend to continue. In our community relations, the college is receiving much more visibility as a result of our 85th Anniversary efforts which have been in progress for the past 12 months.

- 2.2.** Briefly summarize any elements of your program/services that have been changed or will be changed as a result of your outcomes assessments

Having the addition of a half-time staff will better position us to outreach to our alumni, the largest pool of new prospects to the college. There are well over 300,000 potential donors in this pool. In addition, the Patron's Club, who lost its independent non-profit status this past year, is now part of the Foundation. This, plus our outreach to many thousands of alumni has led to an increased demand on our Administrative Assistant III (Confidential) who has the job of dealing with Foundation board members, donors (including the Patron's Club members, Joggers Club, El Vaquero Racket Club members), keeping the office running smoothly, supporting the Golf Tournament, Hall of Fame Dinner, Alumni Association, and other special events that come up each year, handling all of our mailings, as well as managing a complex fundraising database. In the coming year we need to focus on continuing to build our major donations, building our alumni outreach, and managing many thousands of new records that have greatly expanded our workload.

- 2.3** Based on the program assessment evidence you have gathered, please comment briefly on how far along your department/program is in the assessment process (change and/or improvement and your plans to continue progress.

Our focus this past year has been on bringing in more gifts and visibility from the outside community. Results from our 85th Anniversary confirm our success in this arena. Those results will be reflected in 2012-2013 financials.

3.0. Reflection and Action Plans

- 3.1** Based on your data and analysis presented above, as well as on issues or items that you were unable to discuss above, please comment on the Strengths and Weaknesses of the program.

Additional outreach to many thousands of alumni, and the inclusion of the Patron's Club has led to increased demand on our office. With only one administrative person, much of our essential work is continually backlogged. In the coming year, as we continue to focus on building major donations, and alumni outreach, additional help will be critical in our success. We are asking for the replacement of the position of Program Assistant, which the Foundation had from 2000 to 2006 and needs now more than ever. The Program Assistant will help with our expanded fundraising activities including the Patron's Club, and our outreach to our alumni. The Program Assistant will also help keep our enormous database up-to-date, and help with our huge mailings. This is a necessary position if we are to continue raising more funds. Our current staff can't take on any additional work.

Strengths

List the current strengths of your program

1. Committed Board and staff
2. Engaged faculty and supportive campus
3. Increased community visibility

3.2 Weaknesses

List the current weaknesses of your program

1. Small staff
2. Weak Alumni Association
3. Weak Major Giving Program

3.3 Using the weaknesses, trends and assessment outcomes as a basis for your comments, please briefly describe any future plans and/or modifications for program improvements. Any plans for reorganization should also be included, along with a resource request (if applicable).

Plans or Modifications	Anticipated Improvements	Link to EMP, Plans, Outcomes
Requesting a replacement of the Foundation Program Assistant to help with our increased workload.	This critical staff position will help us to raise additional funds for the college by helping with the Patron's Club and additional outreach to the Alumni database, as well as other community donors.	Outcome: Fundraising 1 EMP: I.I
Increase the numbers of alumni and other potential donors with whom we communicate.	We will have a larger pool to draw from for engagement in the college as donors and active participants in college activities.	Outcome: Community Relations 2 EMP: I.I
Increase the number of major donors	We are actively engaging the Foundation Board in building our major gifts program, and are expanding the opportunities that donors have to make major gifts to the Foundation. We have already increased the number of new donors (73) and lapsed donors (26) through our 85 th Anniversary program.	Outcome: Fundraising 1 EMP: 4.3

2012 PROGRAM REVIEW

GCC FOUNDATION <i>Program Assistant</i>	A:FND-1
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Section 4: CHAC REQUEST

If this is a repeat request, please list the year(s) requested: _____

4.1. Describe the position including the complete description used to advertise for the position. Also include the division/department/program or service and full-time percentage for the position.

A full-time Program Assistant will provide assistance in a variety of fund raising activities, including the Patron’s Club, the Alumni Association, recognition luncheon, annual appeals, mailings and other activities as needed. This person will also work with the Raiser’s Edge Database to make sure records are entered in a correct and timely fashion, and will help to produce reports necessary for a variety of meetings.

4.2 Criteria:

- a) Are there state or federal mandates particular to this program/service? If so, please describe.

No

- b) How does this position support the objectives and functions of the college in regards to the Mission Statement, EMP goals, annual college goals and/or student need?

This position will help us to achieve ‘fiscal stability’ (EMP Goal 4.3) by helping us to increase donations to the Foundation and provide more support to the college.

- c) Please provide quantitative data to support your request (such as program review, research office reports, surveys, etc.)

From 2000-2006 we had a FT Program Assistant. Our workload in the past 2 years has greatly expanded and continues to expand. Last year, our database grew from 4,000 records to 75,000. If we add the 80s and 90s alumni, it will double to 150,000. We will be unable to manage this without more support. In addition, we have greatly increased our scope, as we move to a major giving model of fundraising. We have also taken on the Patron’s Club which requires a lot of administrative work. We are unable to raise additional money if our staffing level stays at its current level. Recent research by the Network for California Community College Foundations has shown that there is a direct relationship to amount of money raised and the size of a Foundation’s staff. The investment increases exponentially as more staff is added. We currently have 3.5 staff. Additional staff will translate into additional funds for the college.

- d) Is this request related to compliance with a collective bargaining agreement? If so, please explain.

N/A

- e) Are there industry standards that directly relate to this position? If so, please explain.

N/A

4.3 Additional Information

- a) What implications does the addition of this position have on: budget, staffing, facilities and equipment?

We now have many thousands of alumni who are potential donors to the college, as well as the additional work of overseeing the Patron’s Club. We need more help to manage the sheer numbers in our database and all the work that is associated with raising additional funds.

- b) Discuss any benefits your program may have lost from not receiving this requested position.

We will be restricted in how many activities we can take on, and how fast we are able to build a strong database without additional help.

- c) Are there any special concerns that are not addressed in this request? If so, please explain.

The Foundation has reached the limits of its workload capabilities. Without any additional help, we will not be able to grow. If the college can invest in helping us to grow, it will reap benefits from our increased capacity to raise more money.

- d) Describe how this position enhances student success and/or program outcomes.

The more support we have with our many thousands of additional records and events, the more we will be able to do. We are now at the maximum limit for the current staff. The additional help will make an enormous difference in our ability to raise more money. The more money we raise, the more we can give out in scholarships, grants to faculty, and support for major educational initiatives like the GCC Student Success Fund.

4.4 Please attach data from Human Resources on new classified hires in your program during the past five years, including the full-time percentage of each new hire.

NA