Assessment Report Summary
Program: Institutional Advancement

College of Charleston

Institutional Advancement

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7. Summary of Assessment Results with Focus on Program Improvement: Describe evidence-based changes that have taken place within the last few assessment cycles because of assessment. Statements must be supported by evidence from the assessment report(s).
Since the beginning of the Boundless Campaign in FY2010, the division of Institutional Advancement has been focused on achieving the goals set forth in the Campaign - the total fundraising goal of $125M, but also an overall increase in philanthropic support - more dollars from more donors in support of the College's mission. To that end, the division has set annual goals that demonstrate both a steady increase in funds being raised as well as the funds being managed and transferred to the College. As evidenced by the annual reports over the past years and the summary report attached to the FY2016 report, the annual fundraising for the College has more than doubled since FY2009, from $6.2M in FY2009 to $16.4M in FY2016. What the management has learned through annual assessment is that there will be high years and low years, largely influenced by major campus projects and one or two donors at the $1M+ levels; but the strategies put in place have been successful in achieving higher levels of philanthropy ($12M-$14M annually) and should continue to do so after the Campaign with continued investment in the Development operation at Campaign levels or higher.

Similarly, Foundation's scholarship support for the College has increased proportionally over the life of the Campaign, from approx. $1.7M in FY2009 to $3.7M in FY2016, as evidenced by the 7-year Scholarship Report attached to FY2016 assessment report. Focus on raising funds for scholarships and prudent management of those funds, as well as a close collaboration with the office of Financial Aid are a strategy that the management team will continue to deploy to stay at this new higher level of support.

Furthermore, the Boundless Campaign was a "campaign of engagement" with a goal of engaging or re-engaging a greater number of the College's alumni, as represented by the goal of 10,000 unique alumni donors to the Campaign. That goal was reached and exceeded, with 10,089 alumni donors participating in the Campaign. In order to continue to engage greater numbers of alumni in the years to come, management has determined that greater focus needs to be placed on increasing the numbers of contactable alumni by updating email and physical addresses, with a targeted focus on alumni of the '70s, '80s and '90s, who are more likely to become major donors in the next 1-5 years.