

PEER BENCHMARKING AND RESOURCE
DEVELOPMENT FUNDING MODELS FOR
CALIFORNIA COMMUNITY COLLEGE
FOUNDATIONS

PRESENTED BY
NANCY PRYOR
External Affairs Manager
June 2016



FOUNDATION *for* CALIFORNIA
COMMUNITY COLLEGES



Project Overview

- **Phase One: Peer Benchmarking**

- Goal: To survey comparable rural and suburban community college foundations to benchmark Butte College Foundation performance and identify best practices among peers in resource development, donor cultivation and stewardship, and scholarship management.
 - *Completed January 2016*



Project Overview

- **Phase Two: Foundation Funding Strategies**
 - Goal: To identify successful models of funding foundation infrastructure in order to support efforts to attract more philanthropic support to Butte College and the students it serves.
 - Special attention was paid to auxiliary foundations whose operating costs are partially provided by a college or district.
 - Successful foundations shared documentation that explained how the foundation meets or exceeds public dollars reimbursement requirements.
 - *Completed May 2016*



Project Overview

- **Phase Three: Disseminate Results to Partners**
 - Goal: Share survey results directly with participating college foundations and with the NCCCCF membership through the best practices portal.
 - *In progress*





BENCHMARKING SURVEY RESULTS



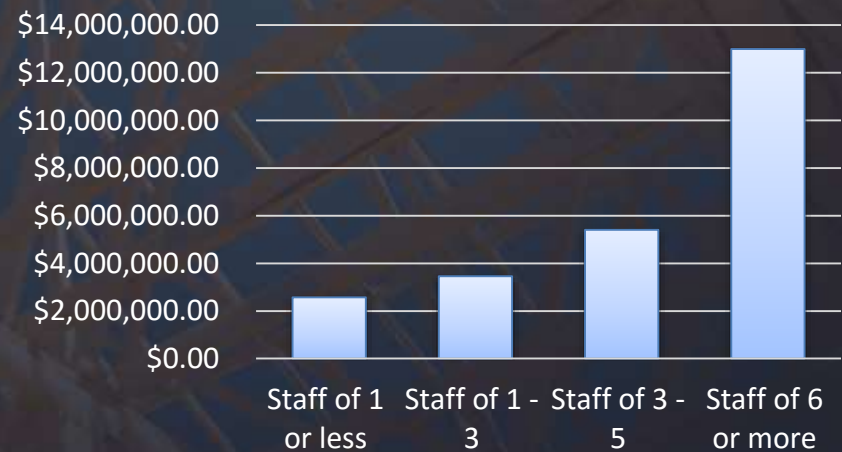
FOUNDATION *for* CALIFORNIA
COMMUNITY COLLEGES

*Benefiting, Supporting, and Enhancing the
California Community Colleges System*

Raising Support

- Statewide, 83% of foundations have less than 5 full-time time staff members (38% have 1 or less)
- The majority (64%) of California Community College Foundation operating budgets are less than \$400,000 per year.
- Multiple studies find positive correlations between the number of professional staff dedicated to fundraising and the total amount of private philanthropic support the college receives.

**Average amount raised
2007-2012 (by number of staff)**



Source: California Community College Foundations Survey, 2012.



Methodology

- **Benchmarked college operations and performance against self-identified rural or suburban peer institutions combined with recommendations from a committee review of high-performing peers.**
 - 12 community colleges participated in in 90 minute interviews covering a wide range of Foundation operations and structural information.
 - When available, results also include publicly available data from the 23 peers identified by Butte College.



Peer Institutions

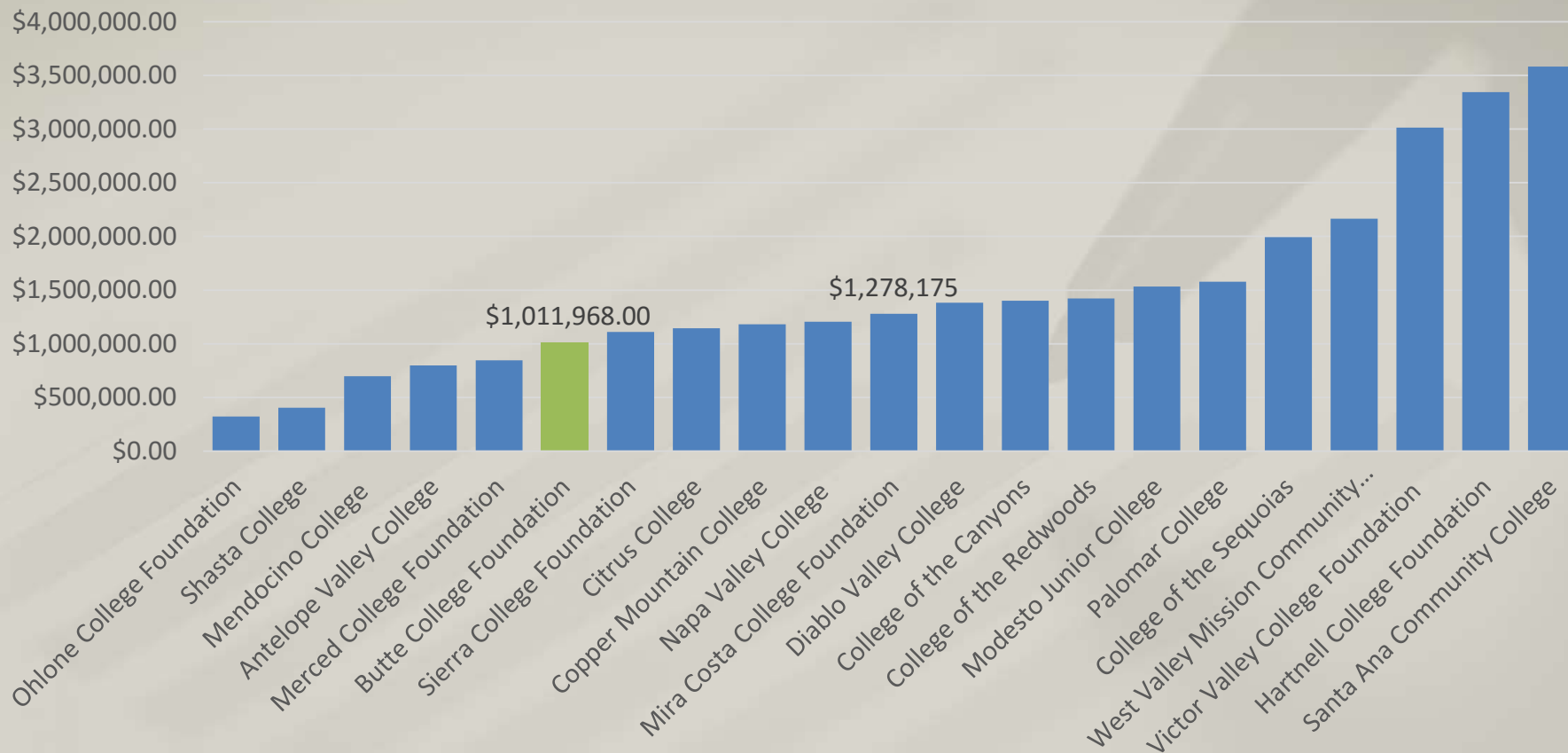
Bolded colleges indicates survey participants to date.

- | | |
|-----------------------------------|--|
| 1. Allan Hancock College | 13. Modesto Junior College |
| 2. Antelope Valley College | 14. Mt. San Jacinto College |
| 3. Citrus College | 15. Napa Valley College |
| 4. College of the Canyons | 16. Ohlone College |
| 5. College of the Redwoods | 17. Palomar College |
| 6. College of the Sequoias | 18. Santa Ana Community College |
| 7. Copper Mountain College | 19. Shasta College |
| 8. Diablo Valley College | 20. Sierra College |
| 9. Hartnell College | 21. Victor Valley College |
| 10. Mendocino College | 22. West Valley-Mission Community College District |
| 11. Merced College | 23. Yuba Community College District |
| 12. Mira Costa College | |



Total Revenue reported by the Foundation

(Line 12, 2014 IRS 990)



n = 21 *Allan Hancock College Foundation and Yuba Community College District unreporting

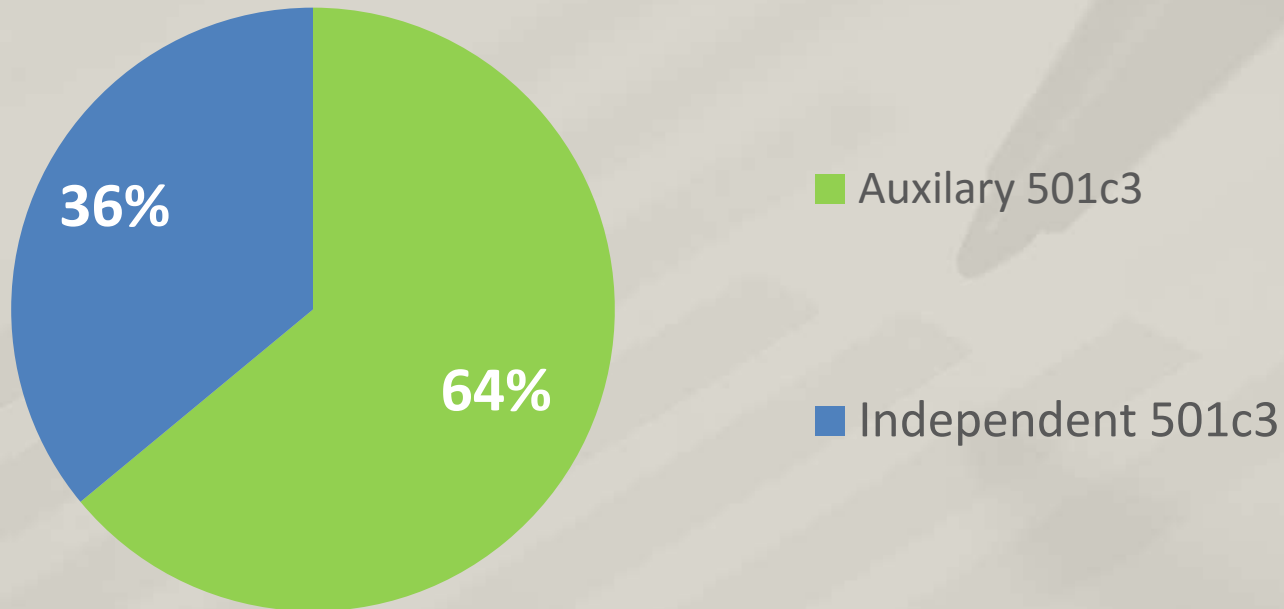


FOUNDATION for CALIFORNIA
COMMUNITY COLLEGES

*Benefiting, Supporting, and Enhancing the
California Community Colleges System*

Organization Background Information

Organization classification



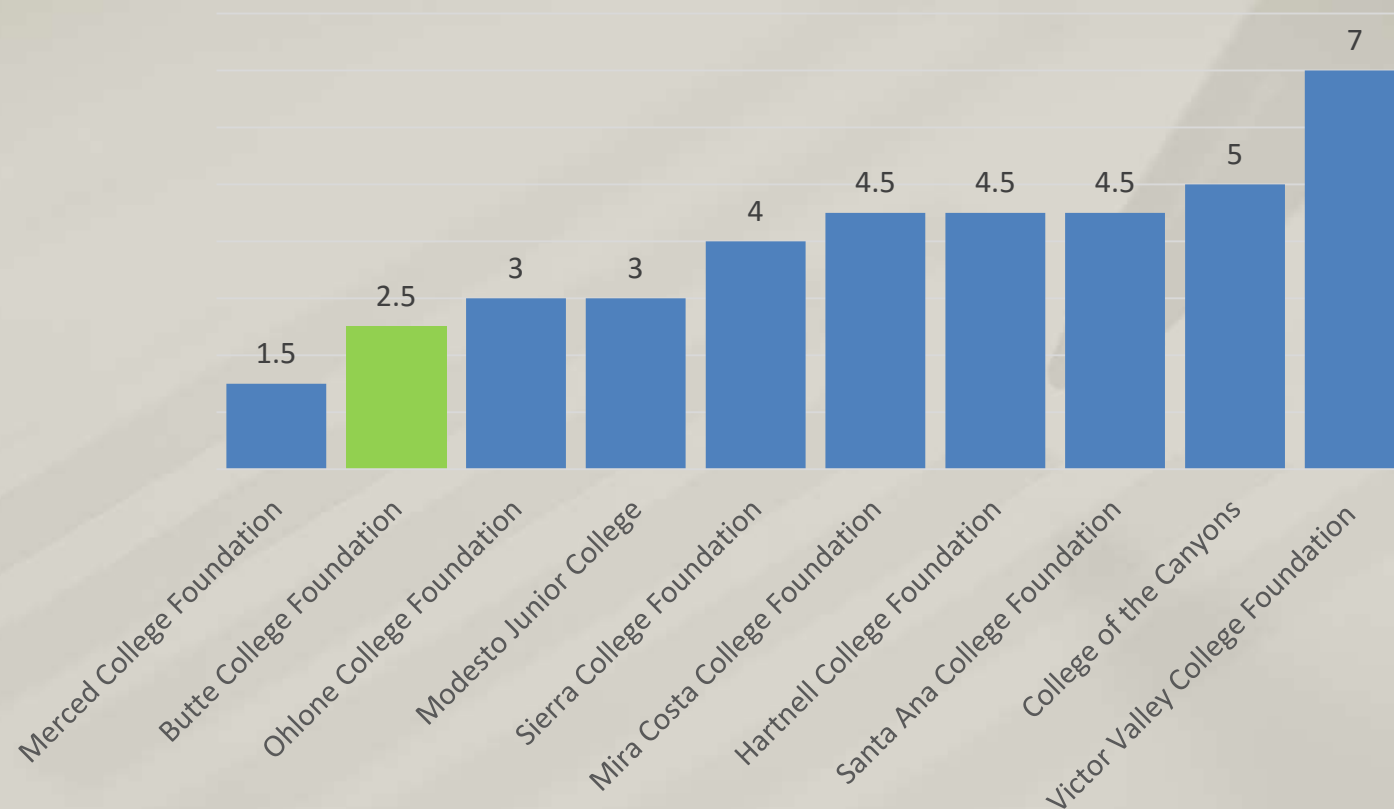
n = 22 *Shasta College Foundation unreporting



FOUNDATION for CALIFORNIA
COMMUNITY COLLEGES

*Benefiting, Supporting, and Enhancing the
California Community Colleges System*

Full-time Equivalent Staff



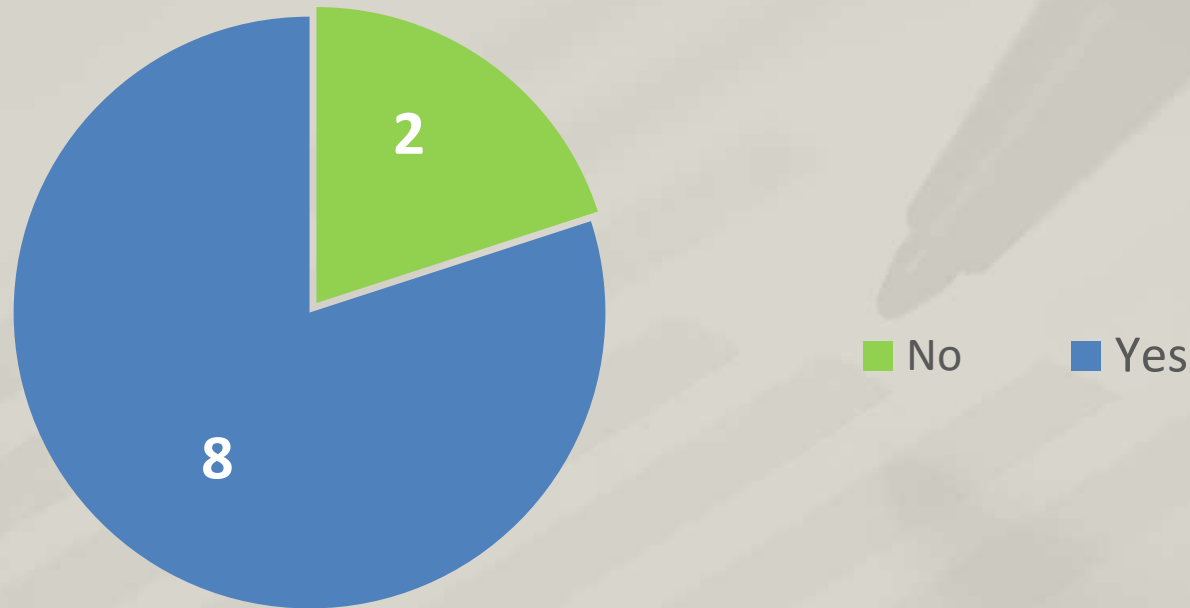
n = 10



FOUNDATION *for* CALIFORNIA
COMMUNITY COLLEGES

*Benefiting, Supporting, and Enhancing the
California Community Colleges System*

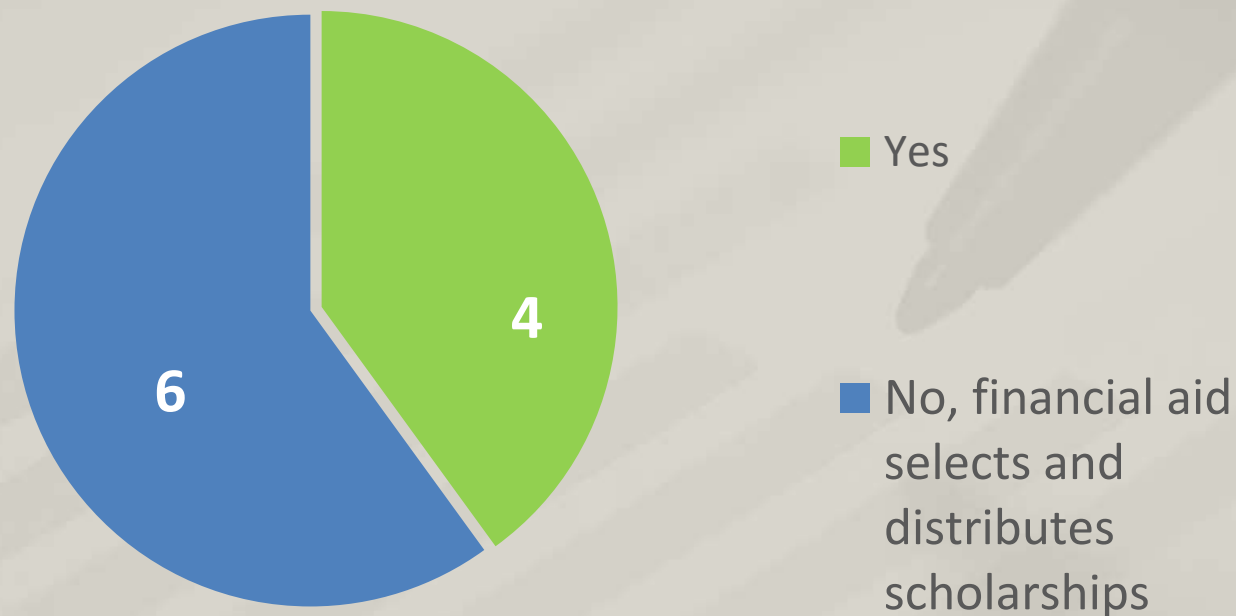
Is your Foundation Executive Director full-time or is that person performing other duties at the college?



n = 10



Does your Foundation manage, distribute and post scholarships?



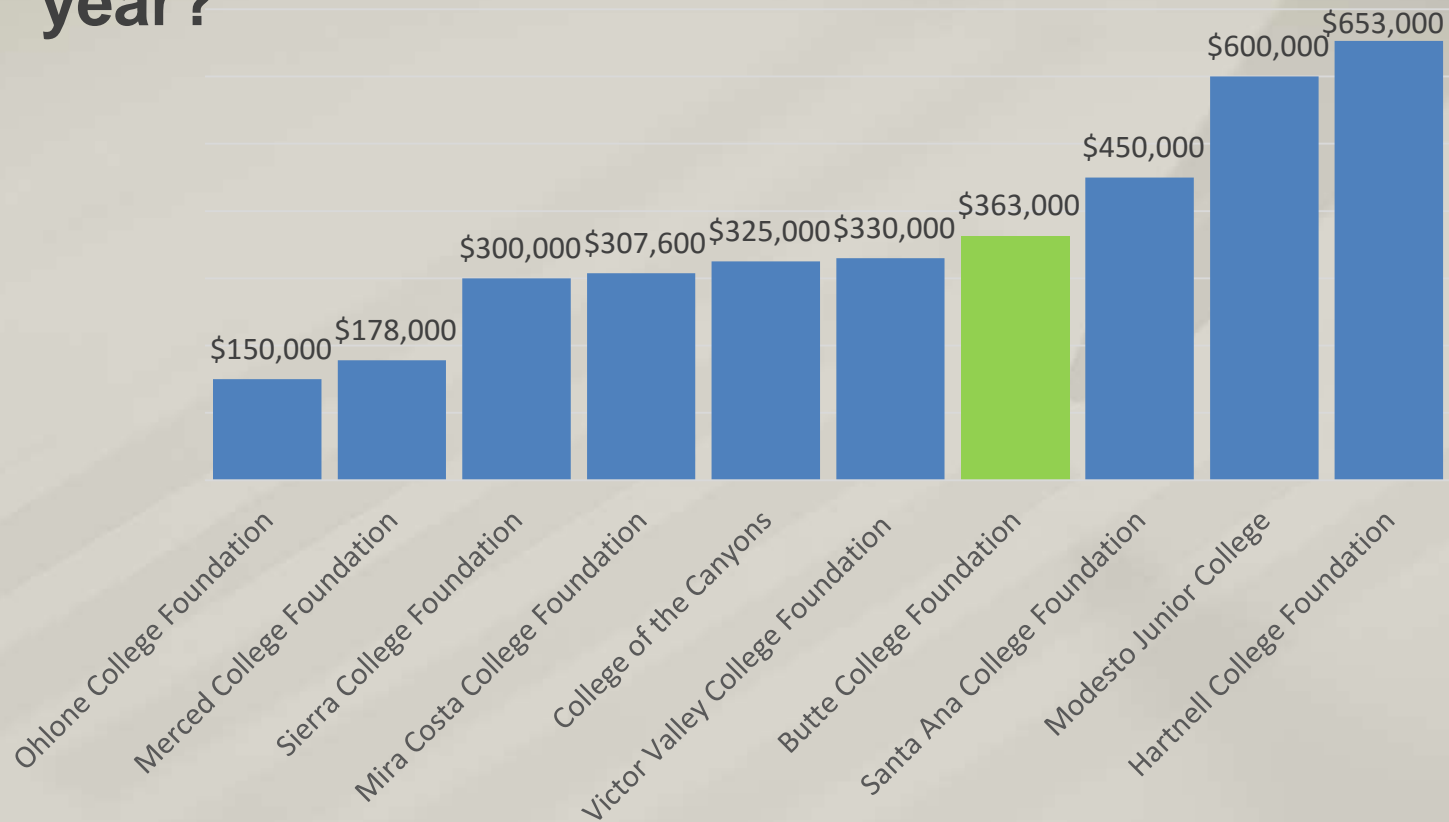
n = 10



FOUNDATION for CALIFORNIA
COMMUNITY COLLEGES

*Benefiting, Supporting, and Enhancing the
California Community Colleges System*

What is the total amount of scholarship support distributed by the Foundation in the last fiscal year?



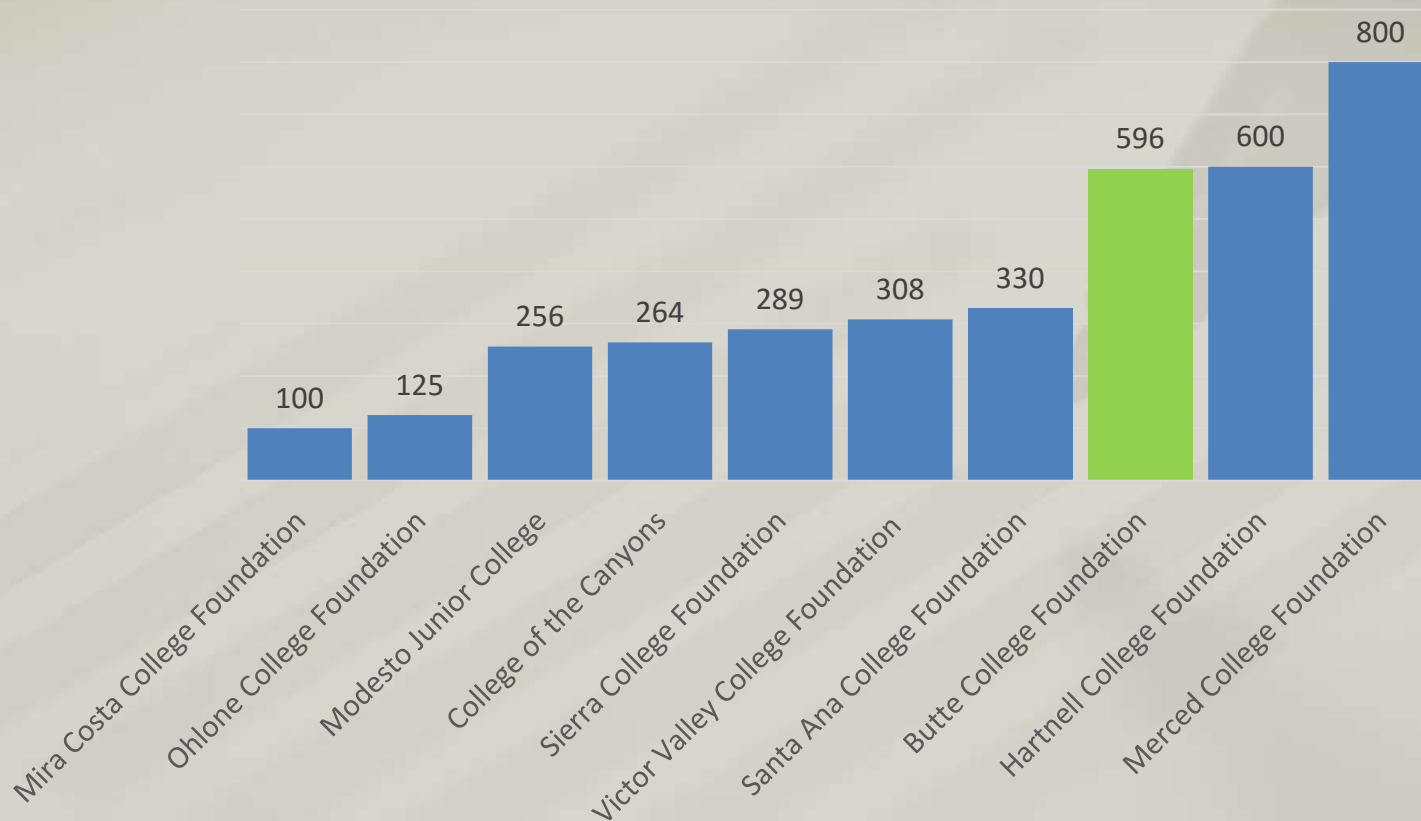
n = 10



FOUNDATION for CALIFORNIA
COMMUNITY COLLEGES

*Benefiting, Supporting, and Enhancing the
California Community Colleges System*

How many students were served?



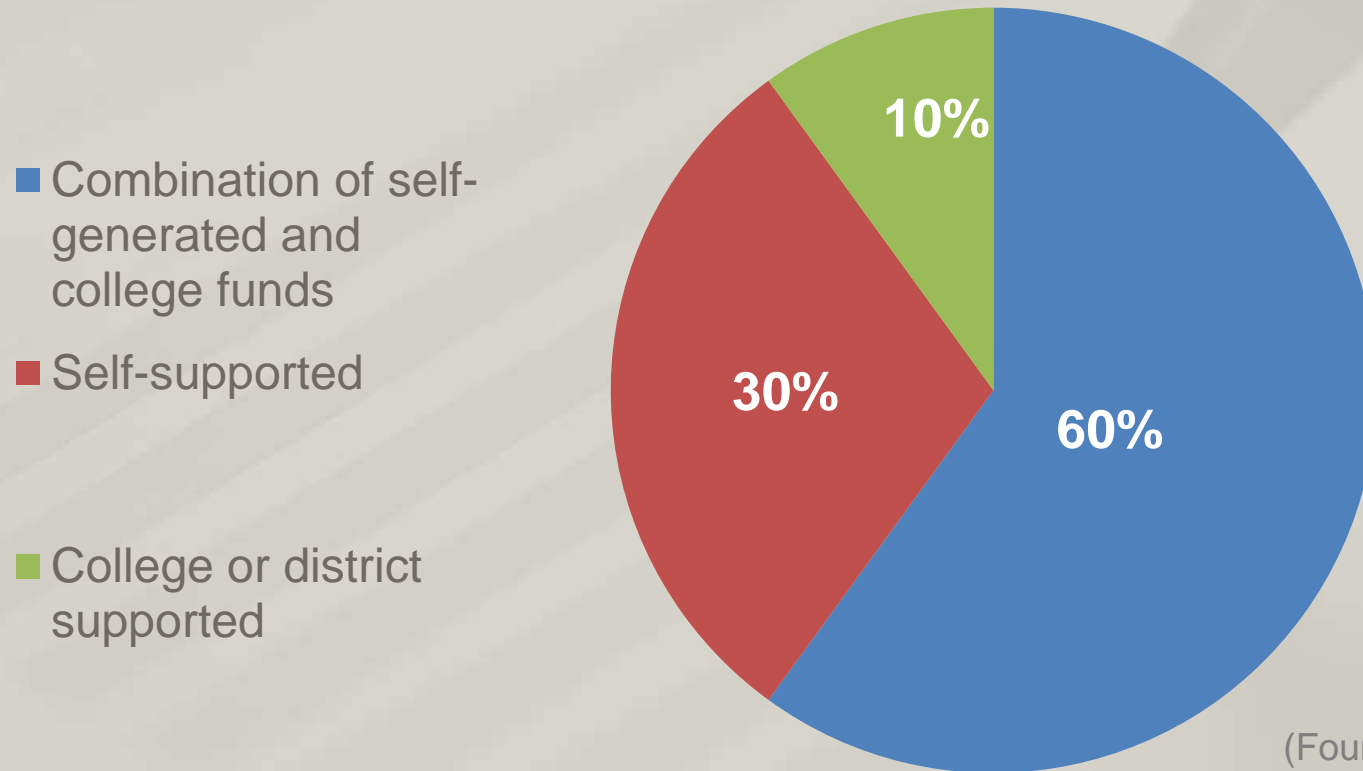
n = 10



FOUNDATION for CALIFORNIA
COMMUNITY COLLEGES

*Benefiting, Supporting, and Enhancing the
California Community Colleges System*

Phase Two: How do community college foundations underwrite operating costs?



Survey Outcomes

- **Identified that scholarship selection and scholarship distribution, while offering benefits for ongoing donor cultivation when overseen by the Foundation, were more often considered a function of the college or district.**
 - Butte College is now in the process of reclassifying a scholarship coordinator as fulfilling a function of the district, allowing the Foundation to devote additional resources to donor identification and cultivation.
- **Provided a new President an overview of effective fundraising practices of similar-sized institutions.**



Survey Outcomes

- **Informed Butte College Foundation Board and Butte College Foundation Board of Trustees examples of effective organizational programs and fundraising programs.**
 - Celebrated success where the Foundation was out-performing peers.
 - Guided growth, prioritized a planning giving campaign over formation of an alumni association.
 - Butte College Foundation's long term goal remains adding a full-time development director or grants manager.



DISCUSSION *and* QUESTIONS



FOUNDATION *for* CALIFORNIA
COMMUNITY COLLEGES

