

Annual Report: January, 2010 – present July, 2010

## **Institutional Advancement**

**Mission:** The Mission of the Department of Institutional Advancement is to position the organization in the community for better public awareness that will encourage scholarships funds, major gifts, planned gifts, and unrestricted funds.

**Activities:**

Scholarship awards and development; Alumni membership and Triple Crown membership; Fund Raising – Title III; Fitness Trail, Sports and Activities Center; Expansion of Concession Stand; Special events – TCEP, Arboretum, Family Reunion, and Foundation Annual Meeting; Foundation activities such as Golf Tournament and Distinguished Lecture Series; Support services for Season of Entertainment, Boswell Art Gallery, and Veterans Tribute.

**Scholarships Awards and Development:**

The numbers tell a story - In this last year the total number of scholarships increased 11%, the total amount awarded increased 7%, and the average size of each scholarship increased 64%.

An unprecedented 1,700 scholarship applications were received from students seeking financial assistance to attend college in FY11. The Scholarship Committee revised and refined the policy regarding scholarships and recipients to assure that scholarships were distributed equally and fairly. The scholarship judges met to review the applications and procedures that affect the receipt of a scholarship and provided direction to the Office of Financial Assistance regarding the acceptance of applications for financial assistance. The Special Assistance Fund was reviewed and changed to create greater access, and the Director of Institutional Advancement met with all of the Education Center Directors to give them information about the fund and its use. This fund provides students assistance with expenses that may prevent them from attending college such as car repairs, gas, supplies, etc. A committee comprised of the Vice President for Student Services, the Director of the Trenton Education Center, Sharon Grice of the KC Daycare Center, the Director of Financial Aid, and the Director of Institutional Advancement revised the application for the Special Assistance Fund.

The Development of Scholarships is ongoing. A constant process is in place to review each scholarship and contact donors who may want or need to add to their scholarship fund. Inactive scholarships are also reviewed. Since January, 2010 fourteen Title III scholarships have been established with additional monies being added to existing scholarships. One annual scholarship was established in this same time frame. The annual Scholarship banquet is scheduled for September 27<sup>th</sup>.

### **Alumni Membership and Triple Crown:**

The number of Alumni members has grown from 100 to 308 in the last year due to new initiatives to attract members. One initiative was to combine membership in the KC Sports Association, the Friends of the Fine Arts, and the Alumni and Friends Association into one effort called Triple Crown, at a discounted price which has proven to be a popular option for many persons. An Alumni workshop was planned to share and gather information on sustaining and developing Alumni relationships. Colleges from throughout the State of Illinois attended and speakers provided programming to the 50 attendees.

T-shirts were purchased to give to new STAT members, and buttons were purchased to promote Alumni membership opportunities. The Administrative Assistant for Alumni participated in two on-line trainings on Social Media and Alumni Relationships, and Alumni membership retention. Efforts were made to have a table and representative at all college events including graduation, and other opportunities where students could become an Alumni member. Two issues of the Alumni newsletter were produced and distributed and a Face Book page developed. Two successful fund raising events were held to benefit Title III for a total of \$15,000.

### **Fund Raising –**

Title III – In a few short months the appeal of the Title III scholarship funding has excelled. To date \$146,000 has been received or promised of the \$225,500 goal. A committee is being formed to assist with the project and materials are being developed to promote this opportunity. The Foundation Board of Directors has agreed to match funds immediately as they are received pending the match from Title III.

Fitness Trail – this project has received a grant from the Department of Natural Resources but still requires funding in the amount of \$127,000. Two major prospects are being solicited as well as private individuals. Several trail sections have been sold, and solicitation is underway for sponsorship of the 10 stretch stations along the trail. The nursing department of the college has pledged funding.

Sports and Activities Center – this on-going project has a cost of \$491,000 with funding from surplus construction funds, employee donations, KCSA, and sports team brick sales leaving a balance to be raised of \$75,000. Prospects are being identified and solicited for the project including businesses and individuals.

Expansion of the Concession Stand – this project will provide showers and locker rooms to the existing concession stand. An estimate of \$600,000 has been identified as the amount needed for the project. Specific details and a breakdown of those costs is not available at this time.

### **Special Events**

The TCEP dinner was successful with approximately 150 persons attending and two very worthy businesses – DeMoulin Inc. and Woolsey Brothers were honored for their commitment to a business culture that is progressive. The Arboretum was a success this year and the goal of 50 trees was surpassed. Moving forward a committee of community members will be established and some focus will be given to the needs at each Education Center as well as the main campus.

Arbor Day was celebrated with guest speaker Jim Wiedmann and the planting of a tree in his honor. Approximately 75 persons attended the event including past college President, Ray Woods. Following that event George Hinton, retired KC staff offered to chair an Arboretum planning committee. A goal of 50 trees was determined for 2010 and that goal was met placing trees at the main campus, Vandalia and Salem.

The annual Family Reunion is being planned for October 9, 2010. This event highlights various departments of the College and provides fun activities for families. This year the event is being shared with the Veterans Tribute who will provide a Civil War Re-enactment. The event hosts a car show, and food for purchase. It is hoped that approximately 750 persons will attend.

The Foundation hosted a very successful event for their annual meeting with guest speaker Dr. David Greenhaw, President of Eden Seminary who spoke to the Trustees telling them they hold 'the heart of the institution' in their hands. Two hundred people attended this important event and thirty trustees were welcomed to the class of 2010.

### **Foundation Activities**

The annual Golf Tournament was a huge success. Thirty-four teams participated in the event, there were 67 hole- sponsors, and several cart sponsors. The KC Culinary Department did an excellent job of preparing all of the food. Many volunteers gave of their time to assure the success of the event. Net profits were increased from 2009 and the golf course and their staff were very helpful. Arrangements are being made with the Salem Golf Course for 2011.

The Distinguished Lecture series will take place on October 28<sup>th</sup>.

### **Support Services**

The Office of Institutional Advancement provides support services to the Season of Entertainment. Over the next few weeks it is our goal to have all staff members with an office in the Lifelong Learning Center trained on the processes involved in making ticket sales, printing tickets, and making other reservations to assure that people calling or walking in are appropriately and efficiently served. Other support is provided as needed.

The Office of Institutional Advancement is often the face of the College as people arrive for a meeting or function. The Art Gallery is a popular first stop for visitors to the building. In the absence of the docent or other Fine Arts persons, the Office of Institutional Advancement is the host for the Gallery. During school year months – it is estimated that 100 visitors come to the Gallery monthly.

The Veterans Tribute fund raising committee meets every Wednesday and the Office of Institutional Advancement provides agendas and minutes for each meeting. The Office is currently tracking raffle ticket sales for the Tribute, and preparing point of sale canisters for distribution. The full committee of the Veterans Tribute meets monthly and the Office of Institutional Advancement provides agendas and minutes for each meeting. More than 20,000 names of Veterans and the branch of Military Service they served have been added to a computer data base for placement on the Tribute.