

Office of Development and Community Relations - 2015-16

SBVC Employee Headcount	10-11	11-12	12-13	13-14	14-15
Adjunct Faculty	364	309	336	344	386
Tenured Faculty	154	151	148	146	147
Classified	219	219	218	199	193
Administrator	18	18	17	15	17
Total Employees	755	697	719	704	743

Student Headcount	10-11	11-12	12-13	13-14	14-15
Unduplicated Enrollment	19,169	16,593	15,441	16,080	17,044
Day Class Enrollment*	9,789	9,158	8,781	9,220	9,639
Evening Class Enrollment*	3,343	2,606	2,502	2,350	2,408

*Reporting period is fall term only of the academic year.

SBVC Foundation	10-11	11-12	12-13	13-14	14-15
# of Board members	28	27	27	27	27
# of Board members who are SBCCD employees	3	3	3	3	3
# of Board members from the community	25	24	24	24	24

Scholarships Awarded	10-11	11-12	12-13	13-14	14-15
Total Awarded	\$83K	\$104K	\$117K	\$162K	\$201K
Number of Scholarships*	115	117	127	126	120
Number of Awards*	253	270	233	230	379
Number of unduplicated students awarded	166	200	162	177	244
Avg \$ amount awarded	\$328	\$386	\$505	\$704	\$530

Scholarships are defined as separate funds; for example, the Hunter Scholarship, the Villarreal Scholarship, the Schmidt Scholarship, etc.

Awards are defined as amounts awarded to students from scholarships. For example, 6 awards from the Hunter Scholarship fund, 1 award from the Villarreal Scholarship, 2 awards from the Schmidt Scholarship, etc.

Description:

The SBVC Office of Development and Community Relations (DCR) is charged with developing and implementing strategies that promote long-term sustainable growth and deepen SBVC's relationships with existing and new donors. This College development function is supplemented by a close relationship with the SBVC Foundation.

The San Bernardino Valley College Foundation is a fundraising organization committed to the stewardship of assets and the development of relationships to advance the vision of San Bernardino Valley College. The San Bernardino Valley College Foundation's vision is to "sustain and promote the legacy of San Bernardino Valley College in our community."

Assessment:

The DCR is a College advancement office devoted to enhancing SBVC's position in the community as a local provider of quality post-secondary education. Included in the DCR's function is developing relationships and raising financial support. Gifts are applied to scholarships, improvement of facilities and instructional equipment, and supporting vocational and academic disciplines. Most gifts are processed through the SBVC Foundation because of its status as a charitable organization. As an independent, 501(c)(3) nonprofit organization, the SBVC Foundation acts as the fiduciary body for donated assets. Thus the standard college advancement functions addressed by the DCR are supplemented by the work of the SBVC Foundation.

Current DCR staffing includes a full-time Director, full-time Secretary II, and 0.2 FTE Account Clerk II. A Professional Expert Special Events Planner was added in January 2016, and a Professional Expert Writer/Photographer was added in February 2016.

DCR Goals:

1. 15% increase in available scholarships.
2. Scholarship checks distributed prior to fall 2016 registration deadlines.
3. Active alumni committee.
4. 10% increase in number of donors
5. 1 in-kind donation (art, equipment, etc.)

Challenges & Opportunities:

A new Director of Development and Community Relations started July 13, 2015 after the permanent Director of Resource Development left in July 2013. The Director position was filled temporarily with a consultant from October 2014 through May 2015. At the start of the 2015-16 academic year, there was no longevity within the Development and Community Relations Office, resulting in a lack of institutional knowledge. This represents both a challenge and an opportunity. Permanent staffing consists of 2.2 positions: a Director, Secretary II, and 0.2 FTE Account Clerk II. The Secretary II position was filled in February 2016. The new staff must become familiar with established appeals, donors, scholarships, events, etc. while simultaneously implementing additional effective fundraising strategies.

Action Plan:

The DCR action plan addresses four overarching goals: alumni relations, community outreach, fundraising, and Foundation Board development. To that end, DCR staff will work with the SBVC Foundation Board as follows:

- 200 in-person contacts by 6/30/16
- 100 follow-ups by 6/30/16
- Assist with planning of 90th anniversary celebration
- Create and share profiles of scholarship awardees
- Inform potential donors of giving options
- Work with businesspersons for potential Board membership