

EQUIPMENT NEEDS ASSESSMENT APPLICATION
Fall 2016

Name of Person Submitting Request:	Karen Childers
Program or Service Area:	Development & Community Relations
Division:	President's Office
Date of Last Program Efficacy:	March 30, 2016
What rating was given?	Continuation
Equipment Requested	4-person cart
Amount Requested:	\$10,800
Strategic Initiatives Addressed: (See http://www.valleycollege.edu/about-sbvc/office-of-president/college_planning_documents/documents/strategic-plan-report-working-doc-8-25-15-2.pdf)	3. Communication, Culture, & Climate

NOTE: To facilitate ranking by the committee, submit separate requests for each item; however, multiple items can be submitted as one request if it is required that the equipment is packaged together.

Replacement Additional

Are there alternative funding sources? (for example, Department, Budget, Perkins, Grants, etc.)

Yes NO

If yes, what are they? _____

1. Provide a rationale for your request. (Explain, in detail, the need for this position.)

A four-person cart is needed to facilitate campus visits by alumni and other community stakeholders. Many of the external stakeholders and alumni are in their 70s, 80s, and 90s and have difficulties walking around campus for tours and events. In the two weeks prior to the 90th Anniversary Gala on October 14, 2016, the Development & Community Relations Office (DCR) received no less than five phone calls specifically requesting parking for motorists with handicapped placards, and the number of guests who have the need but did not call is greater than those who did call. Three (3) carts were fully occupied on that date to transport guests to and from their cars. Campus police also helped transport Gala guests to and from their cars.

On less busy days, the DCR office regularly hosts visits from alumni and other stakeholders who need transportation from their cars to various locations on campus. The office hosts an average of 4-5 visits per month, and these visits result in donations to SBVC scholarships and programs. In addition, the Gala gave new stakeholders and alumni the opportunity to request campus visits, and follow-up during the 2016-17 academic year will underscore the need for a cart to transport visitors / potential donors around campus.

Visitors' perception of the readiness of SBVC to accommodate them directly affects their willingness to support the campus. Events during the 2015-16 year, visits during summer and early fall 2016, and the Gala on October 14, 2016, have sparked renewed interest and energy in the community on behalf of San Bernardino Valley College. Prompt follow-up will continue to

build this effort and fuel community interest in supporting the College, and a cart is an integral part of effective service to alumni and other community stakeholders.

2. Indicate how the content of the department/program's latest Efficacy Report and/or current EMP supports this request and how the request is tied to program planning. (*Directly reference the relevant information from your latest Efficacy Report and/or current EMP in your discussion.*)

The need for a cart was included in Part IV of the latest Efficacy Report, and the importance of campus visits was included throughout the report.

EMP One-sheet: DCR goals include an active alumni committee and a 10% increase in the number of donors. The action plan includes 200 in-person contacts and 100 follow-ups.

Part I: Access. Individual meetings include community members, potential donors, alumni, and Foundation Board Directors. There is also a concerted effort to bring community members to campus.... Examples of such activities include tours of the Athletic Complex, an Estate Planning workshop in January 2016, hosted lunches in the Sunroom, attendance at the November 2015 Talent Show, attendance at SBVC retiree luncheons, and attendance at the February 2016 Black History Month Breakfast.

Part II: Student Success. SAO: To steward assets and develop relationships to advance the vision of San Bernardino Valley College. [SAO] benchmarks are based on development research which supports the idea that donations follow engagement (CASE, 2015). In-person engagement is most effective (Chronicle of Philanthropy, 2015), and the single most powerful means of engaging donors in educational causes is to bring them to campus (Chronicle of Philanthropy, 2015). The DCR Director keeps an Excel sheet which tracks personal contacts, follow-ups, the outcome of each contact, and additional notes to help nurture the relationship. The 222 contacts made from July 2015 to March 2016 have resulted in 124 follow-ups, 35 campus visits, and 31 new or increased donations.

Part III: Institutional Effectiveness. The DCR Director and staff develop relationships with alumni, retirees, local businesses, and other community members with the goal of increasing support of SBVC students and programs. The DCR stewards these relationships, making community presentations and encouraging potential donors to become more familiar with SBVC's success through campus visits and in-person meetings.

The Office of Development and Community Relations (DCR) performs advancement functions on behalf of the College. According to the Council for Advancement and Support of Education (CASE), "the term advancement is often used when talking about fundraising in an educational context.... The term encompasses alumni relations, communications, fundraising, marketing and allied areas" (CASE, 2016). As defined by CASE, advancement is related to the college mission because it represents a long-term strategy for continuing the quality work of SBVC that fosters economic growth in the Inland Empire and beyond.

Part IV: Planning. Stewardship will continue to be a focus of planning as it encompasses all activities designed to nurture relationships. With the upcoming 90th year, events are planned to engage alumni, retirees, major donors, and new donors. The DCR's plan is to use the momentum from the 90th year to continue to build SBVC's donor and partner base in future years.

Many reports, including the CCS report, cite the importance of the relationship in charitable giving. Donors want to know that they are working with people who believe in SBVC and its students and can give them the attention they feel they deserve. The perception of the College as a whole must also be donor-friendly (Chronicle of Philanthropy, 2015).

Resources needed include a cart for campus tours and visits, especially for elderly donors and those with mobility issues.

3. Indicate any additional information you want the committee to consider (*for example, regulatory information, compliance, updated efficiency, student success data, planning, etc.*).

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4. Indicate any related costs (including any ongoing maintenance or updates) and department/program's plans to support those costs.

This request includes the cost of a four-person cart and annual maintenance of \$480 per year. The annual maintenance cost of \$480 is requested to be added to DCR's ongoing budget. The cost of the cart itself is a one-time expense of \$10,320 including tax and delivery.

5. What are the consequences of not funding this equipment?

The inability to transport guests around campus will limit DCR's ability to invite guests to campus. Fewer campus visits from community stakeholders and alumni will result in fewer new and renewed donations for SBVC scholarships and educational programs.