

CLASSIFIED STAFF NEEDS ASSESSMENT APPLICATION
Fall 2017

Name of Person Submitting Request:	Karen Childers			
Program or Service Area:	Development and Community Relations			
Division:	President's Office			
Date of Last Program Efficacy:	March 30, 2016			
What rating was given?	Continuation			
Current Number of Classified Staff:	FT:	2	PT:	1
Position Requested:	1.0 FTE Resource Development Specialist			
Strategic Initiatives Addressed: Strategic Directions + Goals	1. Increase Access. 3. Improve Communication, Culture + Climate. 5. Effective Evaluation + Accountability			

Replacement Growth

If you checked replacement, when was the position vacated? _____

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

The Office of Development and Community Relations has been tasked with increasing scholarship and program support each year, and has grown in donations from \$366,762 in FY 2008-09 to more than \$725,000 in FY 2016-17. The 2016-17 academic year was the largest fundraising year ever for the office, with gross donations up 10% from 2015-16 and 105% from 2008-09.

A large reason for the success in 2016-17 was the 90th anniversary gala, which brought 500 community members to campus and brought in gross donations of \$142,285. The Gala was largely possible because of the efforts of a professional expert special events planner. Without such help, the Gala would have been a small event with a much smaller total. For example, previous to the 90th anniversary gala in October 2016, the last major fundraiser for SBVC was the Alumni Hall of Fame fundraising event in the fall of 2012. That fundraiser was coordinated without the help of a professional expert special events planner, and the gross total was \$31,605. For 2017-18, the Office of Development and Community Relations is still holding events and has again brought in an event planner. However, future directions include expansion into more major gifts, planned gifts, and stronger alumni relations. Advancement offices are finding that these activities tend to yield higher return, while offices that are mostly event-driven tend to work very hard and tap more campus and community resources for lower donation totals (Council for Advancement in Secondary Education, 2017). While DCR will continue to hold events to attract alumni, retirees, donors, and other community members, the office needs more comprehensive help to truly address the ongoing needs of the College. A Resource Development Specialist position has been drafted and is currently under review with District HR and CSEA. The position would allow the Office of Development and Community Relations to expand its activities and better fulfill its mission.

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.*)

Parts I, II, and III of the Efficacy Report dated March 30, 2016, as well as the current EMP

attached to this request, support the request and tie it to program planning. As student population and needs grow, the need for Development and Community Relations (DCR) grows. The DCR office is responding to the increased need by steadily increasing the number of scholarships and awardees (see current EMP). However, the downward trend in per-student awards (current EMP) reinforces the need for additional scholarship dollars.

Part I of the Efficacy Report addresses Access and discusses events as engagement tools. The report cites KnowHowNonprofit (2015) to emphasize the need for a cost-benefit analysis when holding events. Events are good engagement activities, but other fundraising activities are vital to push DCR efforts beyond current levels. The Efficacy Report discusses SBVC's 90th anniversary as a prime opportunity to maximize engagement through events, and this goal was reached last year. Now it is time to capitalize on the other activities mentioned in Part I (e.g., stewardship, individual meetings, promotion in the community) in order to capitalize on the increased awareness, engagement, and goodwill garnered during SBVC's 90th year.

The ongoing effort to increase scholarship support is discussed in Part II of the Efficacy Report, which addresses the Strategic Initiative of Student Success. Additionally, support of SBVC programs is addressed in Part III of the Efficacy Report, to respond to the Strategic Initiative of Institutional Effectiveness. In Part III, the Efficacy Report states why stable, qualified staff is needed to further the success of these SBVC strategic initiatives: "Small advancement offices like the DCR become large, or mature, by growing in skill and scope and cultivating staff who specialize in the various advancement functions. Currently, the DCR staff is able to achieve minimal specialization through professional experts" (p. 14). The current EMP further discusses profitable areas of expansion in the "Challenges and Opportunities" section. The DCR's staffing limitations have a negative effect on its ability to pursue major gifts, launch a capital campaign, and focus on other potential high-yield fundraising activities such as planned giving and stronger alumni relations.

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

The job description for Resource Development Specialist is currently under review with CSEA and District Human Resources. The draft job description is attached. In the summary description, the job description lists some of the areas with which the Resource Development Specialist will assist, which include fundraising, alumni and donor relations, stewardship, and scholarships.

4. What are the consequences of not filling this position?

If the Resource Development Specialist role is not filled, the Office of Development and Community Relations will not be able to fully utilize needed resources for increasing its impact on the campus. The Office of Development and Community Relations will continue to solicit more scholarship and program support funds, manage more gifts, and gift more dollars to students and programs; however, limited staffing will continue to hamper comprehensive fundraising and stewardship.

Thus the consequences of not filling the 1.0 FTE Resource Development Specialist for Development and Community Relations will be less student and program support and fewer scholarships, resulting in lost opportunities for students who need scholarships to continue their education at San Bernardino Valley College. SBVC programs in need of additional support will also continue to struggle with fewer resources than could have been available if the DCR were fully staffed and able to more aggressively pursue needed support.