

# Annual Assessment Report

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## Executive Summary

As the final step of the AES assessment process, each AES unit is required to submit an Executive Summary. The Executive Summary is a short document which provides an overview of the Unit, and the overall assessment process, highlights key findings and provides recommendation and next steps.

**Unit name: Development Department**

**Assessment year: 2022-23**

### Unit Mission

The Mission of the Development Department is to raise funds that enable the College to carry out its mission, strategic goals and priorities. It does so by cultivating, soliciting and securing support from individual, corporate, and institutional; developing enduring relationships with them through stewardship; and administering funds to provide program and student support. The Development Department works closely with College faculty and staff to secure and manage funds for college initiatives via the LaGuardia Community College Foundation.

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## Assessment Results by Goal and Objectives

**Goal 1: Expand relationships required to fund the LaGuardia Community College Foundation programs through cultivation of existing and prospective donors.**

**Supporting Strategic Plan Goals: 1 - Build Student Access and Success**

**e. Develop new revenue streams to support student success and advance the College mission.**

| Objectives                                                                                                                                                 | Method and Measure                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
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| 1. Cultivate relationships with existing and prospective donors to achieve current fiscal year campaign goal: Fiscal Year 2023 (July 1, 2022 – June 2023). | <ul style="list-style-type: none"><li>• Total dollars fundraised toward Fiscal Year 2023 (July 1, 2022 – June 2023) via Annual Fund and Tomorrow Campaign Pledge Receivable goals.</li><li>• Number of current donors who have renewed or increased support for Fiscal Year 2023, and the total fundraised from the group. Number of new donors to the LaGuardia Foundation for Fiscal Year 2023, and the total fundraised from the group.</li><li>• Number of prospective LaGuardia Foundation Board members identified through research and asking recommendations from current Board members, President, College community and external partners, as well as internal research.</li><li>• Number of donor cultivation and solicitation touchpoints through in-person phone, and email communications to major donors and prospects, as well as email communications to the all levels of donors and prospects.</li></ul> |

## **Overview of findings, analysis, recommendations and future initiatives**

### Results & analysis

In Fiscal Year 2022-23, the work of the Development Department encompassed efforts to raise philanthropic funds from individuals and organizations for the LaGuardia Community College Foundation. The Department succeeded in raising a total of \$6,946,400.20 for the LaGuardia Community College Foundation: \$3,185,590.20 in Annual Fund and \$3,760,810.20 in Tomorrow Campaign Pledge Receivable.

Analysis by category of donor

- \$446,700 raised from Foundation Board category group
- \$2,095,993.64 raised from Individuals category
- \$554,735.54 raised from Corporations category
- \$1,849,031.22 raised from Institutions category
- \$2,000,000 raised from Challenge Match Grant

In major donor work, the Department reached out to 100+ current and potential major donors with reports on giving impact on students and college, as well as solicited renewals at existing for increased levels or new gifts. In addition, a list of top 10-15 top Foundation relationships was identified to assess and strategize next steps with a goal of increasing relationship and giving potential.

In Board work, at the beginning of the fiscal year 40 prospective Board members were identified for consideration, narrowing the list to a range of 10-15 for immediate consideration at various timelines during the fiscal year; a total of 3 new members was voted to the LaGuardia Foundation Board.

In annual fund work, the department produced five communications sent via email to over 3,000+ donors and prospects with an appeal for support and updates on how the Foundation is impacting students including videos produced with student testimonies.

### Recommendations and future initiatives

Develop cultivation and solicitation strategy to meet the fundraising goals of Annual Fund and Tomorrow Campaign Pledge Receivable for Fiscal Year 2024 (July 1, 2023 - June 30, 2024).

Shape the LaGuardia Foundation Board into a more potent body and tool toward support of the college. Develop fundraising goal and mutual expectations and responsibilities as an annual exercise with every LaGuardia Foundation Board member.

Utilize the President, LaGuardia Foundation Board Chair and Directors to identify, cultivate and solicit potential Board members and major donors.

Continuing use of online communications to and website communications for donors.

## **Goal 2: Provide students with financial assistance from funds raised by the LaGuardia Community College Foundation to build student success**

### **Supporting Strategic Plan Goal: 1 - Build Student Access and Success**

**f. Build graduation and transfer success, advancing the 30-credit initiative connections from ACE to credit, and credit to ACE**

| Objectives                                                                                                               | Method and Measure                                                                                                                                                                                                                                                                                                                                                                                                                     |
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| <p>2. Provide Foundation-funded awards to students via scholarships, emergency aid, on-campus payroll, and stipends.</p> | <p>Success assessed by:</p> <ul style="list-style-type: none"> <li>• Outcome measures comparing students receiving Foundation financial support have better success to students who did not receive Foundation funds &amp; comparison to the previous year:</li> <li>• Retention/completion, GPA, equated credits attempted and earned</li> <li>• Number of applications and awards.</li> <li>• Amount awarded to students.</li> </ul> |

## Overview of findings, analysis, recommendations and future initiatives

### Results & analysis

For Fiscal Year 2022-23, the LaGuardia Foundation distributed over 6,000 awards totaling over totaling \$6,000,000 in student aid.\* Compared to last year 1,000 more students received aid (20% increase, and the amount awarded was about 2,000 higher (about 50% increase).

The summary of outcome measures analysis conducted by the college's Office of Institutional Research and Assessment (OIRA) yielded:\*

- Students who receive Foundation aid are more likely to be retained than students who did not get any Aid.
- Students who received Foundation aid have considerably higher GPA by the end of the year compared to students who did not get any aid.
- Students who received Foundation aid earned more credits than students who did not get any Aid.
- The proportion of students who passed their equated credits (remedial + college credits) is higher for students receiving aid.

\*Unofficial result prior to audit

\*\*Outcome measurers will be conducted for degree-seeking students only, not ACE students. Full analysis will be available in September 2023.

### Recommendations and future initiatives

Data analysis of outcome measures comparing students receiving Foundation financial support will be more robust in response to request by the LaGuardia Foundation Board, starting with student data from 2022-23.

Development Department will also conduct discussions on the topic of Funding Strategies & Cross Division Collaboration with Vice Presidents of student facing divisions: Enrollment Management, Academic Affairs, and Student Affairs over Summer 2023, in addition to attendees from the President's Office and OIRA. The discussions will explore ways to collaborate to get the most impact in student aid and success from Foundation funding. The goal of the discussion is to develop new thinking that can benefit our students even more effectively in the 2023-24 academic year. A funding agreement will be established between the LaGuardia Foundation and division "grantee" with requested program outlines and quarterly report submissions, which will be helpful for the data analysis of outcome measures.

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## Overall summary

In Fiscal Year 2022-23, the work of the Development Department encompassed efforts to raise philanthropic funds from individuals, corporation and intuitional funders through the LaGuardia Community College Foundation in support of LaGuardia students.

For the Fiscal Year 2022-23, the total fundraising goal was set at \$6,119,548.32: \$2,350,300 in Annual Fund and \$3,769,248.32 in Tomorrow Campaign Pledge Receivable. \$3,185,590 raised for the Annual Fund is 36% over goal, and \$3,760,810.20 raised for Tomorrow Campaign Pledge Receivable, represents 99.78% in donor retention and nearly close to the 100% goal. (Unofficial result prior to audit)

Led by a new Executive Director for the Foundation who started in September 2022, the fundraising targets were met via more strategic and thorough cultivation, stewardship and solicitation within the major donor, board, and annual fund areas.

For Fiscal Year 2022-23, the LaGuardia Foundation approved up to \$7,415,000 in allocation of student aid, which is estimated to provide 6,000 awards to students. The projected result for the fiscal year is over \$6,000,000 in distribution of student aid in the form of 6,000 awards to students. Compared to last year 1,000 more students received aid this fiscal year (20% increase, and the amount awarded was about 2,000 higher (about 50% increase). (Unofficial result prior to audit)

For next Fiscal Year 2023-24, the Development Department will develop a comprehensive cultivation and solicitation strategy to meet the fundraising goals of Annual Fund and Tomorrow Campaign Pledge Receivable for Fiscal Year 2024 (July 1, 2023 - June 30, 2024). It will also shape the LaGuardia Foundation Board into a more potent body and tool toward support of the college, as well as utilize the President, LaGuardia Foundation Board Chair and Directors to identify, cultivate and solicit potential Board members and major donors.

At the request of the LaGuardia Foundation Board, the department will focus on a more robust data analysis of outcome measures comparing students receiving Foundation financial support, working with the Office of Institutional Research and Assessment. Through discussions on the topic of Funding Strategies & Cross Division Collaboration with Vice Presidents of student facing divisions: Enrollment Management, Academic Affairs, and Student Affairs over Summer 2023, the goal is to develop new thinking that can benefit our students even more effectively in the 2023-24 academic year. A funding agreement will be established between the LaGuardia Foundation and division “grantee” with requested program outlines and quarterly report submissions, which will be helpful for the data analysis of outcome measures.

Lastly, the Development Department will conduct a Periodic Unit Review (PUR) in 2023-24.

## Appendices

- None