

**Service Area Outcomes**

Establish and increase the culture of giving within the campus community by providing information and processes to increase donor knowledge of how their contributions help our students and college.				
Outcome	Means of Assessment	Criteria	Summary of Evidence	Reflections/Use of Results
Campus community to understand the importance of giving back to our students and college.	Measure the number of payroll deductions and donors who upgraded to the President’s Circle level.	Amount of employees donating through payroll deductions will increase substantially.	Over the past two federal fiscal years (Title V), payroll deduction giving has increased 14%.	Development efforts are beginning to pay off. Continuation of present programming will result in further success on behalf of our students.

Establish and increase effective planned giving techniques that enable donors and prospective donors to remember the college in their estate plans.				
Outcome	Means of Assessment	Criteria	Summary of Evidence	Reflections/Use of Results
Create an environment that enables trust and estate giving to help benefit future student generations and the college.	Measure the number of bequests/ planned gifts in the pipeline.	Number of professional advisor attendees to annual Heritage Society Tea to increase plus awareness of actual trust/bequest notifications naming CHC.	Donors/professional advisors increasingly notifying/inquiring: college in a will/bequest/trust. Director of Resource Development named as officer on both local area Estate Planning boards.	Planned giving efforts are beginning to show real results. Continuation of planting seeds, accessibility, marketing, and cultivation will result in significant major gifts to the college. These gifts are now being listed in the foundation’s audit documentation under subsequent events.

Establish and facilitate a more effective foundation board that is aligned with fundraising and college priorities.				
Outcome	Means of Assessment	Criteria	Summary of Evidence	Reflections/Use of Results
Implement strategic and development plans for the CHC Foundation.	<ul style="list-style-type: none"> <li>• Effective Board recruitment</li> <li>• Effective board skills</li> <li>• Effective board structure/governance that supports development work</li> </ul>	<p>Full board involvement</p> <p>Larger individual board gifts</p> <p>Prospect coordination with resource development staff</p>	Actual annual giving, gala participation, and fundraising engagement.	<p>Too much reliance on internal college staff for the board.</p> <p>Plans to be evaluated, refined and accepted by the full board and put into action by volunteers and staff together. Concern: appropriate budgeting for effective development work. Alumni programming talked about. However not considered an institutional priority.</p>