

Membership Year 2007-2008

September Survey

SUBJECT: *What Do CEOs Want to Know About. . . Fundraising?*

Our most recent CEO Survey, exploring fundraising in community colleges representing League membership, questioned leaders about revenue sources, time spent on fundraising, training in relation to fundraising, and whether or not colleges had a fundraising office or department . A number of survey participants provided responses to the “other” section. Additional comments regarding additional sources of revenue to cover college expenses were corporate contributions, rental of buildings, rental of facilities, conference center and theatre revenues, corporate grants, auxiliary enterprises, partnerships with business and industry, and possible lease agreements for a portion of college facilities.



What Do CEOs Want to Know About. . . FUNDRAISING?

Quarterly Survey of League Alliance CEOs.

These survey results are composed of the responses submitted by your fellow CEOs as part of the Alliance quarterly CEO survey service. The response rate for this survey was 21 percent (n=138). You can access results of past Alliance CEO Surveys by clicking on the Publications tab in the League's iStream (www.league.org/istream).

1 What percent of your college's overall budget comes from sources other than traditional sources (FTE, state/local taxes, tuition, typical fees, Pell grants)?

61.3%	<i>Less than 10%</i>
24.8%	<i>11% to 25%</i>
10.2%	<i>26% to 40%</i>
1.5%	<i>41% to 50%</i>
0.0%	<i>51% to 60%</i>
1.5%	<i>61% to 75%</i>
0.7%	<i>More than 75%</i>

2 Apart from traditional sources (FTE, state/local taxes, tuition, typical fees, Pell grants), what are the sources of additional revenue to cover college expenses?

81.0%	<i>College foundation grants</i>
65.0%	<i>Other foundation grants</i>
82.5%	<i>Federal/state/local government grants</i>
29.9%	<i>Federal/state earmarks</i>
30.7%	<i>Local bond measures</i>
68.6%	<i>Endowments and/or other gifts</i>
79.6%	<i>Corporate training/continuing education/workforce training</i>
19.0%	<i>Consulting services/technical assistance</i>
13.1%	<i>Sale or lease of courses, other intellectual property, or products</i>
24.1%	<i>Real estate or building leases</i>

3 As CEO, what percentage of your time is spent in fundraising?

54.0%	<i>Less than 20%</i>
40.1%	<i>From 20% to 40%</i>
4.4%	<i>From 41% to 60%</i>
1.5%	<i>From 61% to 80%</i>
0.0%	<i>More than 80%</i>

4 During the past 3 years, how many hours of training in fundraising have you received via conferences, seminars, or workshops?

16.8%	<i>0</i>
56.9%	<i>1 to 16</i>
19.7%	<i>17 to 40</i>
5.1%	<i>41 to 80</i>
0.7%	<i>More than 80</i>
0.8%	<i>No Response</i>

5 If your college has an office or department (other than a college foundation or alumni association) devoted to fundraising, what is the annual amount generated by this office, based on the past 3 years (or fewer, if the office is younger)?

40.1% My college does not have such an office or department.
16.1% Less than \$250,000
8.8% From \$250,000 to \$500,000
8.8% From \$500,001 to \$1,000,000
10.2% From \$1,000,001 to \$2,500,000
5.1% From \$2,500,001 to \$5,000,000
6.6% More than \$5,000,000
4.3% No Response

6 If your college has an office or department devoted to fundraising, how many employees (full-time equivalent) are in that office or department?

31.4% My college does not have such an office or department.
54.7% Fewer than 5
8.8% From 6 to 10
2.2% From 11 to 15
0.7% More than 15
2.2% No Response

7 If your college has a college foundation, what is the annual contribution of the foundation to college programs and activities, based on the past 3 years (or fewer, if the foundation is younger)?

5.8% My college does not have a college foundation
39.4% Less than \$250,000
26.3% From \$250,000 to \$500,000
16.1% From \$500,001 to \$1,000,000
5.8% From \$1,000,001 to \$2,500,000
4.4% From \$2,500,001 to \$5,000,000
2.2% More than \$5,000,000

8 If your college has an alumni association, what is the annual contribution of the alumni association to support college programs, including student scholarships, based on the past 3 years (or fewer, if the alumni association is younger)?

40.1% My college does not have an alumni association
51.8% Less than \$250,000
4.4% From \$250,000 to \$500,000
0.7% From \$500,001 to \$1,000,000
0.0% From \$1,000,001 to \$2,500,000
0.0% From \$2,500,001 to \$5,000,000
0.7% More than \$5,000,000
2.3% No Response

9 If your college has one or more fundraising entities other than the foundation, i.e., fee-for-services 501c3, what is the annual contribution to the support of college programs and activities, based on the past 3 years (or fewer, if the entity or entities are younger)?

62.0% My college does not have other fundraising entities.
23.4% Less than \$250,000
6.6% From \$250,000 to \$500,000

2.2% *From \$500,001 to \$1,000,000*
1.5% *From \$1,000,001 to \$2,500,000*
1.5% *From \$2,500,001 to \$5,000,000*
0.7% *More than \$5,000,000*
2.1% *No Response*

10 How much did your college spend on fundraising last year?

44.5% *Less than \$100,000*
50.4% *From \$100,001 to \$500,000*
3.6% *From \$500,001 to \$1,000,000*
1.5% *More than \$1,000,000*

11 What is the annual operating budget for your college this year?

8.0% *Less than \$10 million*
51.8% *From \$10 to \$50 million*
23.4% *From \$50 to \$100 million*
13.1% *From \$100 million to \$250 million*
2.9% *More than \$250 million*
0.8% *No Response*

----- Thank you for taking the time to complete this survey -----
Survey #40: Fundraising