ANNUAL 2010 REPORT FOR THE FACULTY ADVANCEMENT COMMITTEE

The Faculty Advancement Committee dealt with a significant number of important topics this year. For the first time in a long time, Steve Elder made a presentation to the faculty during its block 5 meeting in which he laid out the basic parameters of fund raising at Colorado College, in terms of major gifts, annual giving, alumni and parental giving. He also discussed the ways in which the President’s Circle and the 1874 Society have become steady and productive sources of financial support for the college, and have contributed greatly to the expansion of scholarship aid for Colorado College students.

The Advancement Committee, aware of the immense complexity of the fund raising operation at the college, will do a follow up series of smaller meetings during the academic year 2010-11 with various college departments in an attempt to get down to greater specifics and the particular needs that departments have which arise around their need to raise funds for themselves, how to create designated endowments for that purpose, and ways in which they can best put their case before their graduate alumni to accomplish that purpose. One suggestion has been to incorporate fund-raising into the annual or semi-annual departmental newsletters, either in hard copy or on the web, which many departments now produce for their alumni. To incorporate fund raising for particular departmental purposes into the broader scheme of Annual Giving to the college is one way of increasing our alumni’s awareness of giving to the college as a normal function of their loyalty to their particular departments and to the college as a whole. We are certain that these department meetings will be a source of interesting and helpful ideas about how we can all work toward making CC a stronger institution. The Advancement Committee and the Advancement Division look forward to developing a closer relationship with the college’s academic departments in an attempt to clarify what Advancement is doing and to learn what it can do to help the departments achieve their goals.

Another initiative that Advancement has been working with is to continue placing traveling faculty in meetings, meals and speaking engagements in the various cities and areas to which they travel pursuing their academic interests. This will now be coordinated through the Dean’s office calendar so that Advancement can learn where our faculty are traveling to and then attempt to coordinate their trips with alumni in various regions of the country. Alumni seem to love to have their former professors visit them in their various cities and regions of the country. In addition to these trips, the members of the Advancement Committee have discussed ways in which we can expand upon the highly successful “Books on the Beach” reunions in California to other parts of the country.
As the college undergoes its search for a new Director of Alumni and Parent Relations, we have focused on a series of important matters: increasing the number of alumni who give on a regular basis to the college; working with alumni organizations to heighten awareness of annual giving to the college; increasing awareness of current students in creating a culture of giving. Many of our students are not aware of the fact that the college relies on the generosity of its students and alumni to sustain its programs, in particular to provide scholarship aid to their fellow students. By initiating a series of Student Focus Group meetings with current students and surveying students about how the college’s finances actually work, it is our hope to make giving to the college an organic and ongoing aspect of our alumni and current students’ lives. This is an area that requires a great deal of work and a fundamental changing of the Colorado College culture in order to achieve these aims. The new Director of Alumni and Parent Programs will be devoting a considerable amount of her or his time to this important function, in addition to the myriad of other responsibilities this very important position entails.

The Faculty Advancement Committee keeps a close eye on the college’s capital projects. This year we have been especially involved in tracking the growth of funding for the Fitness and Health Center, the Library and Learning Commons, achieving a naming gift for the south theater of the Edith Kinney Gaylord Cornerstone Arts Center, and garnering matching funds for the IDEA Space curator position. There has been notable progress in fundraising for the Fitness and Health Center, especially. As the college and the nation emerge from the past several years’ recession, fresh optimism abounds over our moving closer to arriving at the goals for capital projects growth and improvement.

This fall the Advancement Division of Colorado College will be engaging in an external review, which both the committee and the division itself believe will prove to be immensely fruitful in helping us to explore what we are doing well, and what we need to improve upon at the college. This should be a valuable experience for Advancement as well as the college as a whole. The Faculty Advancement Committee looks forward to participating in this important process.

John Simons, for the Faculty Advancement Committee

(Barry Sarchett, Tomi-Ann Roberts, Tim Fuller)