

**Development Committee
Convener – Marie Murphree
November 16, 2006**

What are the trends both internally and externally in our various fields as they relate to development?

Internal

Internal trends in Development for the College as well as the University include:

1. Administrative commitment to development efforts.
2. Better understanding of inclusion of students in stewardship efforts
3. Understanding of difference between major gifts and other gifts
4. Budget is tighter because of reduced funding from state making development a necessity

External

National trends in development include:

1. Aging baby boomer population means more focus on estate planning
2. Donors (especially baby boomers) want more control over how their gifts are used.
3. Donors expect greater accountability from organizations receiving gifts (especially true of Foundations).
4. More donors are looking at collaborative efforts among organizations
5. Transfer of wealth from Baby Boomers to Gen-Xr's means need for more technologically advanced methods of communicating with donors
6. Donors are beginning to ask for easier (online) ways to give

What are the Strengths, Weaknesses, Opportunities, and Threats for Development?

Strengths

1. Collaboration between departments within the College allows for a better case when talking to donors
2. Higher Learning Commissions report identifying COAL as a Center for Excellence becomes a tool that can be used
3. Outstanding community outreach provides media coverage for the College
4. Administrative support for development is strong

Weaknesses

1. Development at the University level is relatively new when compared with Land grant and private institutions
2. Tracking of donor contacts should be more consistent
3. Prior to five years ago, development for Colleges was more reactionary by necessity because there was no dedicated Development officer to construct or implement a plan.
4. Community doesn't seem to be aware of COAL events nor do they seem to care. This seems to be more of a sports town.

Opportunities

1. COAL has great local donor support
2. There is huge untapped potential outside the Springfield Area
3. There is potential even in the Springfield Area that needs to be tapped
4. Use our current visibility to our advantage to encourage engagement, involvement and investment in our programs.

Threats

1. In Springfield there are a finite number of major donors all of whom are tapped by every organization in town
2. Friend raising is not inexpensive—it takes money to make money
3. Untapped alumni may not have heard from us in years

Goals for the future

1. Find ways to increase funding (i.e. possibly charging a fee for music performances with discount tix for students)
2. Focus on fewer COAL events, but choose events that will have appeal to those with the means to create endowments.
3. Identify local donors that are specifically interested in the “products” that our programs produce. This would be true especially of the younger potential donors
4. Find ways to increase publicity for the College