PCC Foundation
Alumni Phonathon

THE FIVE STEPS ON THE PANTHER PATH

PREPARE  ENGAGE  COMMIT  COMPLETE  THRIVE
TITLE III FLAIR GRANT

BIG GOAL: Increase & improve student access to college-related finances and information.

• Increase scholarships
• Increase donors, including alumni

Umar Ndiwalana, 2013 PCC Foundation Scholarship Recipient
Project Significance

PCC alumni are the largest constituency, yet our smallest donor group!

Number of Donors, FY 2013/14 to date

- Alumni
- All Other Donors
Phonathon Goals

• Personally speak and communicate with PCC alums
• Understand how alumni engage with the college
• Communicate effectively with alums
• Gather data to evaluate an alumni relations program & fundraising

Kristine Delos Reyes,
Future Connect Scholar
Project Timeline Fall 2013 - Early 2014

Fall 2013

✓ Selected calling pool & cleaned up alumni records
✓ Developed survey tool & scripts
✓ Calling begins!

Early 2014

✓ Online Survey
✓ Final e-mail survey
✓ Import data & follow up
4,628 Conversations!
Interesting Findings!

• Alumni feel connected to PCC overall, not just to their program of study.

• Alumni want to connect with current students through mentoring, internships and giving philanthropically.

• One-third of non-donors surveyed said PCC is a philanthropic priority for them.
What We’ve Learned: Connection to PCC

Connection with PCC

- PCC overall
- Program in which you took most of your classes
- Faculty or staff member
- Specific campus you attended
- Does not feel connected
- Classmates
- Student club/group
- Refused

Donors
Non Donors
What We’ve Learned: Perception of PCC

Perception of PCC

Donors

Non Donors

Very positive

Somewhat positive

Neutral

Somewhat negative

Very negative

Refused

End Survey

PCC Foundation

Where Opportunity Happens
What We’ve Learned: Why Give to PCC

Why Give to PCC

- To give current students the same opportunities I had
- Important to support higher education
- See it as an investment in Portland community
- To fulfill obligation to give back as an alumnus/a
- Other
- To support PCC’s overall mission and priorities
- To support the goals and financial needs of current students
- To support a specific academic program
- Refused
- End Survey

Donors | Non Donors
A Few Alumni Comments...

• **Clarence Banks ‘90** chose PCC because it was affordable, close to home, and a great place to take his undergraduate credits. He loved the atmosphere of the campus and enjoyed the professors and his classmates. **PCC provided him with an excellent education.**

• **Scott Woodison** donates to PCC because he wants to help inspire young students to continue their dreams. Also, he would like to help PCC continue the great work they are doing.

• **Lina Bondar ‘02** stated that **PCC is the best college in America.** She loves how the teachers devote their time to students and that's why she sent her children there.
Next Steps…

1. Analyze Data
2. Data Upload
3. Follow-Up with alums who welcome a call
4. Recommendations
   • Next steps in alumni relations
   • More alumni records
5. Celebrate PCC alums!
DO YOU KNOW A DIAMOND?

Nominations are due midnight March 23.
Visit: www.pcc.edu/diamondalum
THANK YOU!

Phonathon Working Group
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