

PCC Foundation Alumni Phonathon



Oct. 2013 - Feb. 2014

THE FIVE STEPS ON THE PANTHER PATH



TITLE III FLAIR GRANT

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

- Increase scholarships
- Increase donors, including alumni

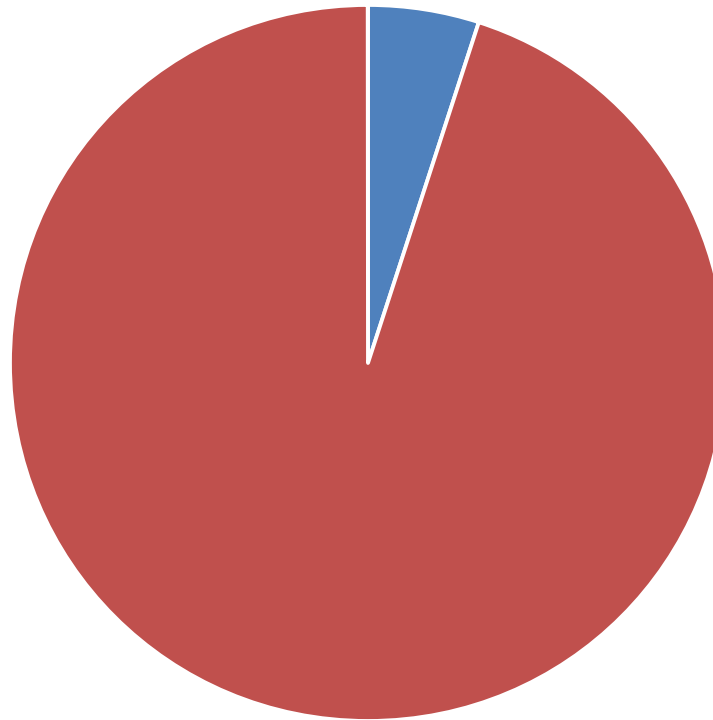


*Umar Ndiwalana, 2013 PCC
Foundation Scholarship
Recipient*

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!

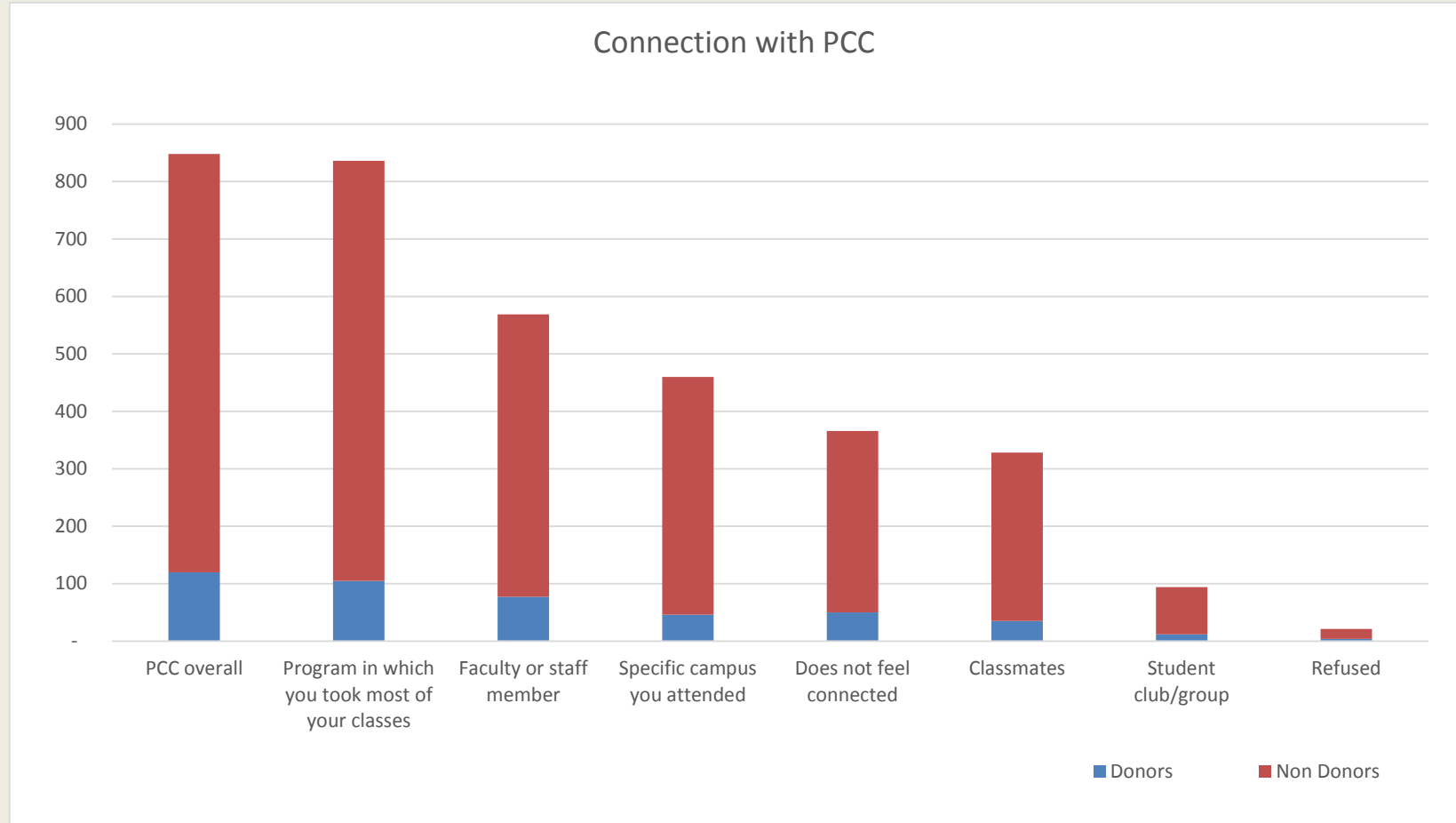
- Alumni feel connected to PCC overall, not just to their program of study
- Alumni want to connect with current students through mentoring, internships and giving philanthropically.
- One-third of non-donors surveyed said PCC is a philanthropic priority for them.



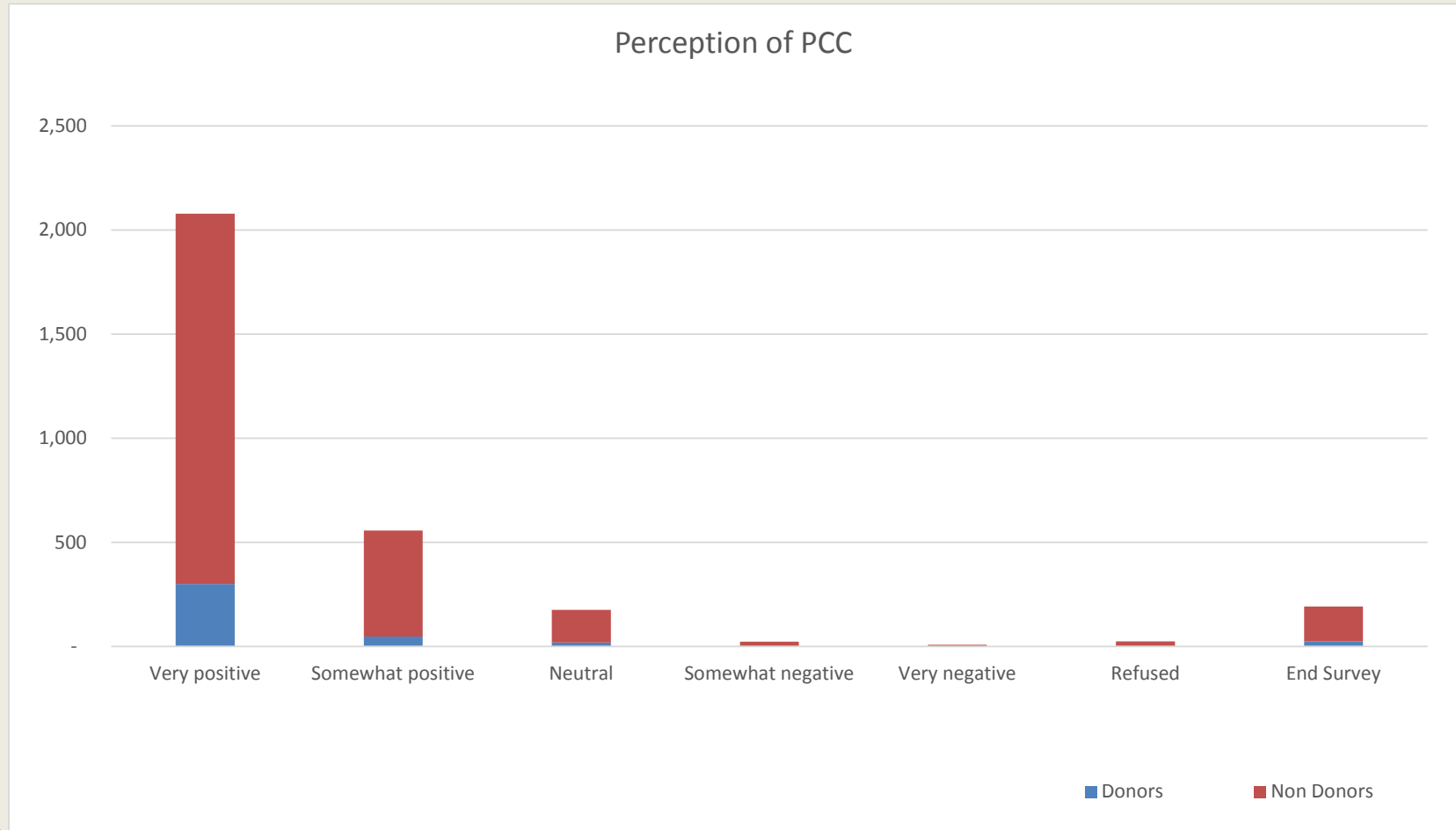
*Beaverton Superintendent Jeff Rose
with 2013 Future Connect Students*



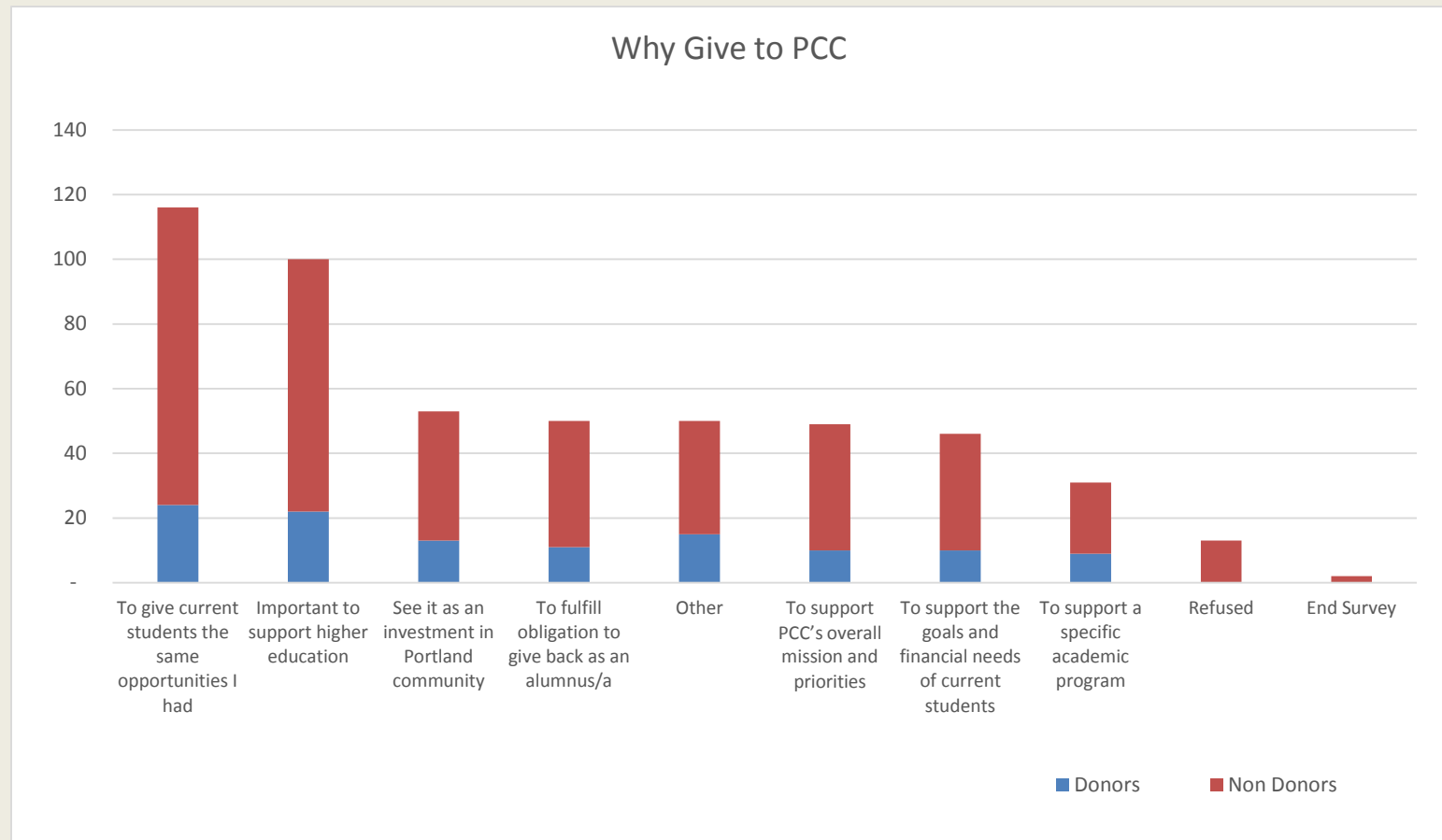
What We've Learned: Connection to PCC



What We've Learned: Perception of PCC



What We've Learned: Why Give to PCC



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

Rhonda Boyd
Kristin Watkins
Mary Kalafatis
Laura Massey
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Nancy Hartman