

**Institutional Advancement Functions at Community Colleges**  
 Informal CRD Survey via listserv  
 May 2008

Following query was sent out to membership via Listserv:

***IF*** you work in a department/division called Institutional Advancement, or your title includes Institutional Advancement, would you please check off from list below the broad areas of responsibility within the IA function? Return to me directly at [polly.binns@crdnet.org](mailto:polly.binns@crdnet.org). I will compile and post.

- Foundation functions (all board management; all donor relations; annual, capital, & major gift campaigns; scholarship management; foundation special events, and other functions related to private fundraising and/or marketing related to foundation/grants)
- Grants functions
- Marketing/Communication/PR functions (Institutional marketing functions, not just foundation/grants marketing)
- Alumni functions
- Government Relations functions
- Other (please name as many other areas that fall within the IA function at your institution)

Results: 67 Respondents

# institutions	with core functions	that include
19	5 core functions	Foundation/Grants/Marketing-PR/Alumni/Gov't Relations*
13	4 core functions	Foundation/Grants/Marketing-PR/Alumni*
3	4 core functions	Foundation/Marketing-PR/Alumni/Gov't Relations
4	4 core functions	Foundation/Grants/Alumni/Gov't Relations*
2	4 core functions	Grants/Marketing-PR/Alumni/Gov't Relations
7	3 core functions	Foundation/Marketing-PR/Alumni
10	3 core functions	Foundation/Grants/Alumni*
4	2 core functions	Foundation/Alumni
3	1 core function	Grants only
2	1 core function	Foundation only

\*in each category, 1 or 2 respondents indicated there were no Alumni programs at their institutions, but *would* place Alumni under Institutional Advancement. No one with an IA function who responded indicated that Alumni were housed under a different dept.

**Other functions listed by respondents as within their IA responsibilities:**

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| planning and assessment (10)                     | switchboard/telecommunications (1)         |
| institutional research (9)                       | convocation (1)                            |
| entrepreneurial/revenue generating functions (5) | volunteer management (1)                   |
| workforce and economic development (2)           | academic scheduling, distance learning (1) |
| enrollment management (2)                        | ABE/GED (1)                                |
| community partnerships (2)                       | professional development (1)               |