



November 14, 2023

Marketing and Communications

Voluntary Support of Education (VSE) Survey Update

FOUNDATION SERVICES

Reporting Standards and Definitions

The Importance of CASE (*Council for Advancement and Support of Education*)

- » Who are they?
- » Why rely upon them?

CASE[®]

COUNCIL FOR ADVANCEMENT
AND SUPPORT OF EDUCATION



VSE Survey Data Inputs

Enrollment Total

Endowment Market Value

Gift Source and Gift Purpose

Advancement Investment - Expenditures of College, University and Foundation (combined) and FTEs for functional areas of:

- » Fundraising/Development
- » Alumni Relations
- » Advancement Services
- » Advancement Management

Timeline



Resources and supports developed and in place

What we're learning

- » Need to develop a shared understanding of the global standards and common set of definitions
- » Baseline capacity is required to track and code data
- » 1:1 support and customized assistance are needed since not one standard software/database is used
- » Foundation leaders' input and CASE expertise are essential to inform how data is used
- » Represents an opportunity to increase understanding of what advancement entails across the colleges and universities

Key Takeaways



Following global reporting standards and definitions are essential



Effort/capacity required to be able to submit survey



Resources and supports put in place



Currently in year two. By year three, all should submit survey