What is the Division of Institutional Advancement and Why Should You Care?

Office of Admissions
Cross Training
July 13, 2018
What is Institutional Advancement?

• Created as a division in 2017
• Strategic combination of resources used to identify, build, and grow funding for the College
  o Traditional fundraising and gift receiving
  o Federal, state and local grants
  o Corporate and foundation grants
  o Relationship building and engagement
    ▪ Alumni
    ▪ Donors
    ▪ Students
    ▪ Friends
What is Institutional Advancement?

Responsible for raising nearly $7 million annually through grants and fundraising efforts!!
Lorene King  
Vice President, Institutional Advancement/Executive Director of DSC Foundation

Alumni Relations:  
Suzette Cameron, Director

DSC Foundation:  
Open, Director-Development  
Betty Mantero, Sr. Technical Specialist  
Susan Harvey, Sr. Administrative Assistant

Resource Development:  
Dr. Lisa Koogle, Director  
Mary Rhodes, Grants Management Coordinator  
Diane Olsen, Grants Development Coordinator  
Colleen Curry, Administrative Assistant
Meet Suzette Cameron, Director
Alumni Engagement & Special Events
The Alumni & Friends Association

• Reaches over 24,000 alumni every six weeks through eNewsletter telling the story of the College and our alumni
• Plans and coordinates Homecoming festivities with communications to 1000’s of alumni and guests
• Engages students during graduation ceremonies and through post-graduation mailings
• Currently building plan for identification and communication with Volusia and Flagler businesses and organizations that employ DSC grads
Save the Date!

HOMECOMING 2018

October 11-13
Daytona Beach Campus

www.DaytonaState.edu/Homecoming2018

Join us for these exciting events:

- Mr. & Ms. DSC Pageant
- Friday Night Movie and S’mores
- Men’s and Women’s Soccer Games
- 5k Walk/Run
- Alumni Athletic Games, Student Activities
- Tailgate Party and Free Cookout at the Soccer Stadium
- Car & Truck Show, and much more!

For more information, call the Alumni & Friends Association (386) 506-4506 or email: Alumni@DaytonaState.edu
• Open to members age 50 and over
• Low membership fee
• Fall and Spring – 11 weeks
• Average of 100 attendees weekly
• Educational seminars
• WISE Walk of Fame
• WISE Endowed Scholarship Fund
BE FREDDIE FALCON!
Apply for the Falcon Spirit Scholarship

Do you have tons of school spirit? Are you super excited to be attending Daytona State?

We want YOU to be our falcon!

Become part of DSC tradition and help boost school spirit by becoming our first official school mascot!

As Freddie Falcon, you will be provided a list of great DSC events and activities to attend.

Auditions Wednesday, June 20, 11 a.m.-1 p.m.
Lenholt Student Center, Rm. 154

Join our audition for a chance to earn the title of mascot and a $1,000 scholarship.

DaytonaState.edu

Suzette Cameron, Director of Alumni Engagement and Special Events
(386) 506-4506, Suzette.Cameron@DaytonaState.edu
How can you get involved?

- Volunteer – Homecoming, Graduation
- Join the Alumni & Friends Association
- Participate in all events, especially Homecoming
- Donate to the Helping Hands Fund
- Buy a Brick, a License Plate, a Homecoming T-shirt
- Share the WISE Program
Meet Susan Harvey, Senior Staff Assistant
Meet Betty Mantero, Senior Technical Specialist
The DSC Foundation is a not-for-profit, Internal Revenue Code 501(c)(3) corporation that serves as a direct support organization of the College (defined by statute).

The Foundation’s mission is to provide financial assistance to students and funding for critical needs that are beyond the scope of the College budget.
• The Foundation team is charged with:
  - Identifying and cultivating individual donors for annual, major and planned gifts
  - Contacting and building support from businesses through sponsorships
  - Managing scholarship fund balances and delivering available funds annually to Financial Aid for student awards
  - Maintaining and growing the relationship with scholarship funders and sharing student success and appreciation for their support
• Foundation – by the numbers:
  – Approximately $1 million annually in scholarships and program support
  – Management of more than 300 scholarship and program fund accounts
  – Support up to 10 college-wide events
How can you get involved?

• Annual giving – Employee Campaign
• Buy a Brick
• Support the Gala
• Volunteer
• Scholarship fund
• Support fundraising events
• Share the message of the Foundation at your clubs and organizations
Meet Dr. Lisa Koogle, Director

Meet Mary Rhodes, Grants Management
Meet Diane Olsen, Grants Development

Meet Colleen Curry, Admin Assistant
– Grants Development

HARD WORK

BUT NICE PEOPLE

– Grants Management

We Can Do It!
• Development / Pre-Award

- Idea
  • Funding Source

- Proposal
  • Grant Team

- Submit
  • Award

• Management / Post-Award

- Kickoff
  • First steps

- Implement
  • Process

- Closeout
  • Final steps
• Search for funding sources – government agencies, private sources
• Develop and/or submit 30+ proposals per year
• Secure $5 million+ in funding annually
• Manage all active grants, 25+ per year
  – Support the project director and team
  – Ensure all reporting and other requirements are met
  – Monitor compliance with regulations
• Summary of active grants
  – Federal
    8 programs $1.9 million
  – Federal pass-through & State
    13 programs $2.4 million
  – Other, Local & Private
    8 programs $148,000

Fund scholarships, adult education & workforce training, equipment, student support services, curriculum development, 60 employees
How can you get involved?

• Be on the lookout for grant opportunities
• Be a project director
• Share successes of your grant projects
• Share a new idea
Thank you for attending and we hope to see you at one of our events soon!
OCE1001 Information

**OCE1001 Lecture** (PLEASE CONTACT DEBRA WOODALL X3765 WITH ANY QUESTIONS)

Activities:
- **Popcorn and a movie**—learn the latest about the issues of ocean plastics while watching the award-winning movie, *Plastic Paradise*
- **Beach day**—meet your classmates at the local beach to review procedures (in preparation for your final exam) such as measuring seawater salinity and sampling sediments to determine types and micro-plastic content (data to be collected and presented at our conference ShORE)
- **Build and ROV**—work with your team to build a remotely-operated vehicle (ROV) and deploy it into our swimming pool to capture 'biologials'

**OCE1001 Lab** (designed for IMES majors Marine Science, Marine Biology, Environmental Science, Ocean Engineering and Geology—other majors e.g., biology/chemistry may be considered; Contact Debra Woodall x3765)

Activities and Information:
- Learn lab/field techniques using state-of-the-art instruments
- Develop your own independent research project
  - Your choice of topic
  - Present it at a professional conference
    - **Past topics** have included microplastics in local oysters, fish and birds; angling solar panels; shark-mouth bacteria; local water quality issues; wetland plant delineation; climate change and local sea-level rise; fish otoliths and marine fisheries
- Field activities include:
  - Fish seining/identification with the Marine Science Center
  - Shark tagging
  - Sea grass transects with Florida Fish and Wildlife
  - Water quality aboard the [college boat](#)
  - Fish otolith extractions with NOAA
- IMES partnerships include:
  - NOAA (National Oceanic and Atmospheric Administration)
  - Florida Fish and Wildlife
  - Marine Discovery Center
  - Marine Science Center
  - NASA (National Aeronautics and Space Administration)
- IMES has [scholarship funds available](#) to students wishing to broaden their research
  - IMES students often present (and win!) at professional conferences—GREAT for that resume’ or university application!