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**"Growing Giving": A Guide to Securing Private Support for Your Community College, a new book on fundraising, is now available from CASE.**

**Author: Brenda Babitz,**  
President of the Monroe  
Community College Foundation,  
Rochester, New York

By Martha Stettinius, ICCD Staff

**"While the vast majority** of community colleges now have foundations, the impact of most operations and the revenues they generate remain negligible," states Brenda Babitz, president of the Monroe Community College Foundation in Rochester, New York, and author of the book *"Growing Giving": A Guide to Securing Private Support for Your Community College*.

Community colleges raise only about 3.5 percent of the \$34 billion raised annually by all colleges and universities in the United States. The pursuit of private funding for community colleges, a "rapidly evolving discipline," writes Babitz, is only

about ten years old, and ripe for innovation.

*Growing Giving* is a compact yet detailed summary of her recommendations for community college presidents, board chairs, foundation board chairs and directors, and chief advancement officers who want to take their private fundraising to the next level and enhance the bottom line returns of their advancement efforts. Babitz uses examples from private colleges, where the practice is more established, while explaining recent changes in the "highly competitive" fields of fundraising and philanthropy that affect community colleges.

*Growing Giving* is based on Babitz's 17-year tenure at Monroe Community College in Rochester, New York, during which the college's foundation raised more than \$39 million, and on her prior experience as a

(cont. pg 3)



Brenda Babitz, author of *Growing Giving*

**"Now is the time for community colleges to take their place at the fundraising table."**

- Brenda Babitz

© Leon Zermitsky/Images.com,  
From *Growing Giving*



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A SUNY and Cornell University Partnership

ICCD's

**Gravitational Leadership**

**Program Calendar**

October 29-31, 2007

**Community College Labor Relations: Effective Contract Implementation and Interpretation**

ILR School, Cornell University  
Ithaca, NY



November 4, 2007

**How to Green Your Campus (EACUBO and ICCD Pre-Conference Workshop)**

The Greenbrier Resort  
White Sulphur Springs,  
West Virginia



November 7-9, 2007

**“Growing Giving”:  
Securing Private Support for Your Community College**

Shingle Creek Golf Resort  
Orlando, FL



November 15-16, 2007

**Successful Teaching Conference**

Binghamton Regency Hotel  
Binghamton, NY



Spring 2008

**The Essentials of Community College Labor Relations**

ILR School  
Cornell University  
Ithaca, NY



November 2008

**Community College Media Relations**



**For more information about ICCD's Gravitational Leadership Programs**

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From the Director:  
**Securing Private Support While Building Partnerships**

In Brenda Babitz's new book *“Growing Giving”: A Guide to Securing Private Support for Your Community College*, I write in a sidebar that

**“The importance** of securing private support for community colleges is growing.

I enjoyed fundraising as the president of Berkshire Community College. Every meeting with a donor, like every presentation to the chamber of commerce, was a chance to share my pride in the college's contribution to improving students' lives. As I was building financial support for the college's mission, I was connecting to other community leaders, not just as donors, but as partners in improving economic opportunity and enhancing our quality of life.

At the Institute for Community College Development we recognize the need for professional education in resource development. Many presidents come to their positions without significant fundraising experience. Their boards may not be accustomed to a leadership role in fundraising for the college, and their organizations may not yet have the infrastructure to support comprehensive development activities. Our goal is to work with experts to prepare community college leaders for success in private fundraising. Brenda Babitz's book *Growing Giving* is a valuable resource for these leaders.”

If you'd like to share your thoughts on private funding for community colleges, please email me at [Barbara.Viniar@cornell.edu](mailto:Barbara.Viniar@cornell.edu).

**Barbara Viniar, Ed.D.  
Executive Director**

## Review of new book “Growing Giving”: A Guide to Securing Private Support For Your Community College (cont. from page 1)

development officer for a private, four-year college. Babitz is a member of the State University of New York’s Chief Advancement Officers Executive Group, and is a member of the Philanthropic Commission of CASE, the Council for the Advancement and Support of Education.

Published by CASE, *Growing Giving* includes a foreword by Mark David Milliron, President and CEO of Catalyze Learning International, as well as numerous sidebars by Monroe Community College donors, trustees, board chairs, and foundation board chairs and directors.

How can community college leaders convince potential donors that private funding for public institutions is necessary and appropriate? Babitz suggests that we “begin by developing a professional case for support to present to corporations, foundations, and individuals—the people who might still view funding for community-based education and training as the province of state and local governments. This is a critical first step.” Explain to your constituencies how a struggling economy, decreasing state and local budgets, unpredictable federal money, and growing expectations for consistent high-quality programs are now colliding with an increasing need for the services of community colleges due

to more immigrants and first-generation college students, more children of baby-boomers, and more laid-off workers. Public funding can no longer keep up with the need and the demand.

According to Babitz, community college presidents should “convey regularly what the community and its economy would be like without a community college—in terms of availability of services, economic vitality, and quality of life.” Lori Van Dusen, chair of the MCC board of trustees, and director of the MCC Foundation, writes in her sidebar that “at MCC, we have embarked on an image campaign...Only by educating all our constituencies will we be able to raise funds and serve an even larger role going forward.”

Babitz outlines the growing giving responsibilities of trustees, presidents, CAO’s, and foundation directors and board members. She emphasizes the importance of presidents and CAO’s recruiting and retaining board members who are committed to the college “manifested in both leadership-level generosity and a willingness to cultivate prospects for giving.” Foundation staff, too, must “work continuously toward energizing the board.” As

Dr. Joseph M. Cahalan, president of the Xerox Foundation and donor to MCC, points out in his sidebar, everyone involved in fundraising must “hire the best, develop them to their maximum potential, and keep them for long periods of time.”

Babitz addresses the particular needs and expectations of current and potential donors including members of the community, business owners, alumni, current students, and parents. She emphasizes the importance of research and database management: donors appreciate personalized service and recognition, and insist on financial accountability. Offer a wide range of giving options, she suggests, such as IRA’s and charitable annuities; recognize gifts with tailored special events; and explore new technologies for communicating with alumni, including text messaging and podcasts, to supplement telemarketing, direct mail and email letters. She explains how effective stewardship of current donors is just as important for future gifts as approaching potential donors.

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“Hire the best, develop them to their maximum potential, and keep them for long periods of time.”

- Dr. Joseph M. Cahalan, president of the Xerox Foundation and donor to Monroe Community College, on building your advancement team

Hear Brenda Babitz and many other top community college fundraising professionals and donors speak in person about Growing Giving at ICCD’s upcoming conference

**“Growing Giving”:  
Securing Private  
Support for Your  
Community College**

**November 7-9, 2007  
Shingle Creek Golf Resort  
Orlando, Florida**

Offered in collaboration with

**CASE**

**It is not too late to  
register at:**

**www.iccd.cornell.edu**

**CASE**

**The Council for the Advancement  
and Study of Education  
www.case.org**



© Leon Zermitsky/Images.com, from *Growing Giving*

## Review of new book “*Growing Giving*”: *A Guide to Securing Private Support For Your Community College* (cont. from page 3)

Younger donors with new wealth, for example, who are not bound by the traditions of family foundations, are often “short on cash but long on assets,” have a low tolerance for bureaucracy, expect a clear return on their “investment,” and like to be involved in the institutions to which they donate. Colleges must research their younger donors very thoroughly so they may offer appropriate recognition, benefits, and ways for the donors to stay involved, such as volunteering on committees. In their sidebar, the family members administering the Brady Fund, an emergency student-support fund for the nursing program at MCC, write that “as amateur philanthropists, we

sought not kudos and encouragement, but rather answers and options.”

Babitz also addresses the decline in corporate giving compared to individual donors; giving societies and giving circles; the largely untapped yet receptive audience of parents of current students and alumni; and the importance of nurturing in new students the lifelong habit of philanthropy. “Advancement teams must correct negative impressions of fundraising,” she writes, “and engage students while they are still at the college.” Even students who do not receive scholarships should be aware that they benefit from donors

whose funds have paid for their campus’s programs, facilities, and services.

“Advancement teams must correct negative impressions of fundraising and engage students while they are still in college.”

- Brenda Babitz, author of *Growing Giving*

A timely resource, Brenda Babitz’s book “*Growing Giving*”: *A Guide to Securing Private Support for Your Community College* is available from CASE on their website, [www.case.org](http://www.case.org), or through a link on ICCD’s website, [www.iccd.cornell.edu](http://www.iccd.cornell.edu).



## Retention and Integration of Community College Students in Distance Learning

### Tompkins Cortland Community College Completes Study for ICCD’s Applied Research Grant Program

By Dr. Kris Altucher, Director of Institutional Research, and Eric Machan Howd, Coordinator of Online Learning Services, at Tompkins Cortland Community College in Dryden, New York

within their community. We serve a student body diverse not just in age and ethnicity, but also in level of preparation for college and educational goals. This diversity in both students and demands poses a continual challenge for maintaining a high level of student retention. As community colleges struggle to retain students, we are increasing the number and scope of

distance and on-line programs in an effort to meet student needs for flexibility and convenience. At the same time, a central component of retention is integration, or connection with the larger academic community.

Much research has shown that the key to retention is engagement, contact with other individuals

(Cont. page 6)

The accompanying article is the introduction to the report “Retention and Integration of Community College Students in Distance Learning.” You may download a pdf of the complete report at [www.iccd.cornell.edu/researchGrants/AppliedResearchGrant/2005-Project-Reports.html](http://www.iccd.cornell.edu/researchGrants/AppliedResearchGrant/2005-Project-Reports.html)

## ICCD offers November conference on “Growing Giving”

### Take Your Private Fundraising to the Next Level

It's not too late to register for ICCD's conference “Growing Giving”: **Securing Private Support for Your Community College** November 7-9, 2007, at the Shingle Creek Golf Resort in Orlando, Florida.

#### Who Should Attend?

Presidents, board chairs, foundation board chairs and directors, and chief advancement officers who want to take their private fundraising to the next level and enhance the bottom line returns of their advancement efforts

#### What You Will Bring Back to Your Campus

- Proven ways to grow relationships
- Benchmarks achieved by outstanding advancement operations
- Advice from donors on making your case
- Clear expectations for each member of your fundraising team
- Strategies for realizing the untapped potential of endowed chairs, giving circles and planned giving

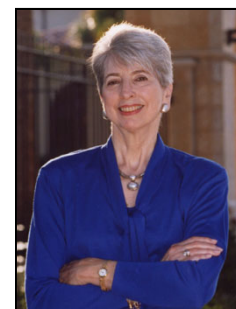
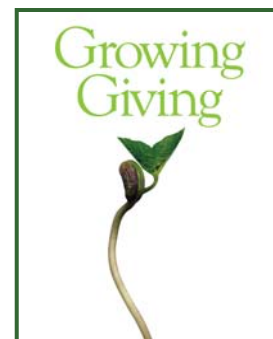
**Learn from corporate foundations, new entrepreneurs, alumni, and the top community college fundraisers in the country.**

This program is offered in collaboration with CASE, the Council for the Advancement and Support of Education, and is based on the book *Growing Giving* by Brenda Babitz, President of the Monroe Community College Foundation.

#### The program features:

- “An Introduction to Growing Giving,” by Brenda Babitz
- “Why are Community Colleges so Slow to Jump on the Fundraising Bandwagon?” by Donald C. Summers, Director, Principal Consulting, LLC, whose article of the same name appeared in the *Chronicle of Higher Education*; with a responding panel including:
  - Janice Motta, Executive Director, Massachusetts Community Colleges
  - Pamela Peters, President, Florida Philanthropic Network
  - Jackson Sasser, President, Santa Fe Community College, and
  - Jennifer Sager Gentry, Vice Chancellor for Institutional Advancement, Virginia Community Colleges
- “The Pleasures and Pitfalls of Fundraising”: keynote address by Dr. Rita Bornstein, President Emerita and George D. and Harriet W. Cornell Chair of Philanthropy and Leadership Development, Rollins College

- “Why We Gave to a Community College”: panel discussion with
  - Arunas Chesonis, Chairman and CEO, Paetec Communications, Inc.
  - Joseph Cahalan, Vice-President, The Xerox Foundation
  - Barbara A. Miller, Executive Vice President, Central Florida Auto Dealers Association, and
  - Kay Walters, Founder, Second Chance Foundation
- “Evolving Roles on Campus -- A Model Leadership Team”: panel discussion with
  - Brenda Babitz, President, Monroe Community College Foundation
  - Tom Flynn, President, Monroe Community College
  - Howard Konar, Chair, Board of Directors, Monroe Community College Foundation,
  - Diane Shoger, Director of Development and Major Gifts, Monroe Community College Foundation, and



Dr. Rita Bornstein, President Emerita and George D. and Harriet W. Cornell Chair of Philanthropy and Leadership Development, Rollins College, keynote speaker at ICCD's “Growing Giving” conference



Arunas Chesonis, Chairman and CEO, Paetec Communications, Inc., donor and panel participant in “Growing Giving”

ICCD's conference “Growing Giving” is a collaboration with **CASE**, and is sponsored in part by **The Chronicle of Philanthropy**  
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## Distance Learning

(cont. from page 5)

outside of class (Tinto, 2003). Students taking on-line classes presumably lack the face-to-face contact with faculty, other students and staff that help them forge a connection with their educational institution.

Although this project uses data from only one community college, Tompkins Cortland Community College (TC3) has been a leader statewide in the development and growth of on-line courses, and the experience

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**The Institute for Community College Development provides leadership programming and research support for community college CEOs, administrators, faculty and trustees nation-wide. Founded as a partnership between the State University of New York and Cornell University to address the critical issue of leadership succession, ICCD offers a comprehensive program assessing leadership ability at the personal and organizational level, and targeted educational opportunities that develop those skills.**

## ICCD Conference "Growing Giving" (cont. from page 5)

- "Small Colleges, Large Gifts: Fundraising Successes at Small Colleges": panel discussion with

Kevin Drumm,  
President, Northern  
Wyoming Community  
College District

Dennis Golladay,  
Vice Chancellor for  
Community Colleges,  
State University of  
New York, and former  
President, Cayuga  
Community College,  
Auburn, NY, and

David Sink, President,  
Blue Ridge Commu-  
nity College, Flat  
Rock, NC

This is only a partial listing  
of the program for "Growing  
Giving."

To view the complete  
program and the presenters'  
biographies, or to register for  
"Growing Giving," visit  
[www.iccd.cornell.edu](http://www.iccd.cornell.edu).



Tom Flynn, President,  
Monroe Community College,  
and panel participant in  
ICCD's conference "Growing  
Giving" November 7-9, 2007

here may provide useful information to both community colleges with large on-line curricula and those considering expanding their offerings. If community colleges plan to meet increased student demand for on-line classes, it is essential that we understand the new challenges on-line learning poses for retention and integration.

### The complete report

"Retention and Integration of Community College Students in Distance Learning" is available as a pdf on ICCD's website,  
[www.iccd.cornell.edu](http://www.iccd.cornell.edu).

## ICCD Assistant Director Appointed to AAWCC Board

Lee Riddell, ICCD's Assistant Director, has been appointed to the board of directors of the American Association of Women in Community Colleges (AAWCC) for a one-year term (2007-2008).

Ms. Riddell will assist the board in integrating AAWCC's strategic plan into their planning process.



"Growing Giving" is a  
Resource Development  
program, part of

**Gravitational Leadership**

For more information  
about "Growing Giving,"  
November 7-9, 2007,  
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Resort, Orlando, Florida,

go to

[www.iccd.cornell.edu](http://www.iccd.cornell.edu)  
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