Sacramento City College  
Campus-Wide Issue/Concern Form  

Committee or Individual: SCC Foundation          Date submitted February 23, 2009

Issue/Concern   Add Name – Office of College Advancement

Signature of Initiator(s)  <<Signature on File>> Mary Leland

Provide information, which succinctly but fully discusses the issue/concern (if necessary, add additional pages).

A. Describe the issue/concern:

Our department name, College & Community Relations, does not reflect the nature and complexities of our responsibilities, programs and activities. Many within our campus community and wider community may not be aware that our responsibilities go beyond public relations, that our scope of work also include major campaigns, Planned Giving and Development. This proposed name change/addition better reflects the scope of work we do.

The name Office of College Advancement truly defines our profession, activities, programs and responsibilities. The name reflects our work, such as, Development, Advancement Planning, Emeriti, Marketing & Communication, and Community & College Relations. (Note: Under the Development umbrella are the following programs already implemented in our office: Foundation, Annual Giving, Capital Campaign, Planned Giving, Major Gifts, Stewardship and Advancement Services.)

The professional definition of Advancement is as follows: Advancement consists of interdependent programs and activities that seek to secure resources that are essential to the achievement of a college or university’s mission and vision of success. These interdependent programs may include: Advancement Planning, Development, Marketing & Communications, Alumni, Emeriti, Government Relations, Community Relations and College Relations.

This proposed change will be consistent with our sister colleges as well. American River College, Cosumnes River College and Folsom Lake College have all transitioned their departments to College Advancement offices and we wish to do the same at SCC.

B. What do you recommend or suggest solving this issue/concern?

I recommend adding the umbrella name Office of College Advancement. The titles, Foundation and College & Community Relations will remain intact under the advancement umbrella.

C. How will this recommendation support the success of SCC students and benefit the campus community?

Changing the department name at SCC will integrate all the advancement offices within the district, communicate a consistent message, reflect the standard of the industry and better convey our endeavors to our audience—the students, faculty, staff and the greater community.
Please return this form to the Process Coordinator Office, RN 221. The Initiator will be notified within 5 working days as to the committee or council that will review this issue/concern.

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Revised: 10/18/08