

The Digital Age & Community Colleges

Sophia James, Director of Advancement Services, Houston Community College Foundation

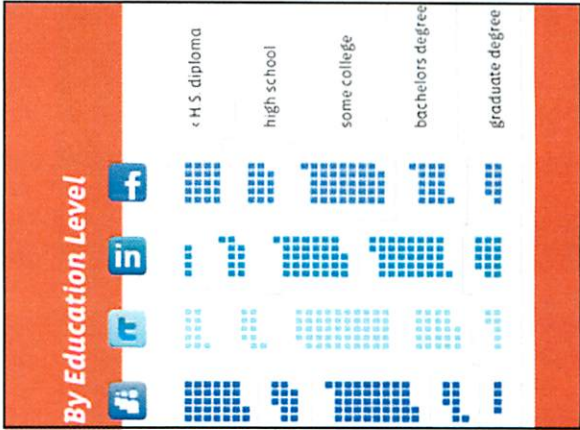
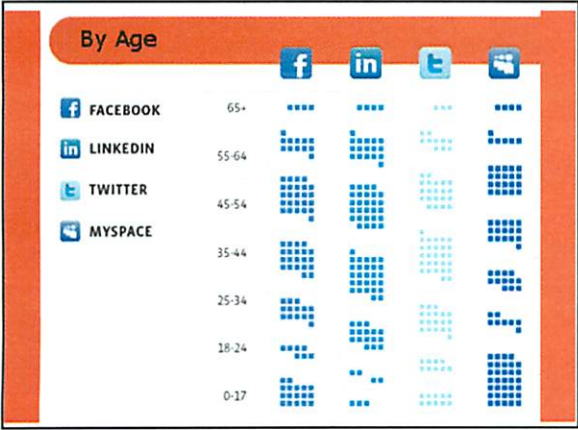
The World Wide Web and Social Media

The evolution with Web 2.0

Social Media Begins

Facebook, Twitter, LinkedIn, and so much more

- # Statistics
- 56% of Americans have a profile on a social networking site
 - 55% of Americans age 45-54 have a profile
 - Fastest growing segment in social media: 45-54 year olds
 - Annual income has not shown to be a factor
 - 22% of users access social networking sites several times a day
 - More women than men are on social media
 - College educated individuals are more likely to utilize social media
- Source: eMark Research & Strategy | eMarketer.com



Community College Students & Alumni

What do we know?

More Statistics

- Average age of a student is 29
 - More than half of the students have been women
 - Statistics of HCC Alumni
 - Community College Alumni giving statistics
 - Individuals 10-20 years out from graduation 2.9 times more likely to give
 - Over 20 years, 3.7 times more likely
 - Giving and Age is a factor: 50+ are 2.7 times more likely to give
 - Alumni living more than 200 miles away 2.1 times less likely to give
 - 73% of surveyed alumni give to other organizations
- From 2009-2010 Survey of Community College & the Community College Alumni Study (2010)

Communicating

The first step in engaging your alumni

Donors & Prospects

- A recent study showed donors would give more if they saw more results and web sites are the gateway to winning support
 - 47.4% of CEOs participate on a social media site
 - 79% of Inc. 500 CEOs and 30% of Fortune 500 CEOs have a presence
- *From Cygnus and Social Media Today

Did you know?
A recent study showed that a majority of surveyed foundations use social media tools
*Center for Effective Philanthropy

Think strategically

Identify the purpose of your communication

Identify your audience

Look at your resources

Strategize with key stakeholders

Determine your style and action plan

Develop policies and guidelines

Don't forget!

You don't have to start big!

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Prepare for obstacles

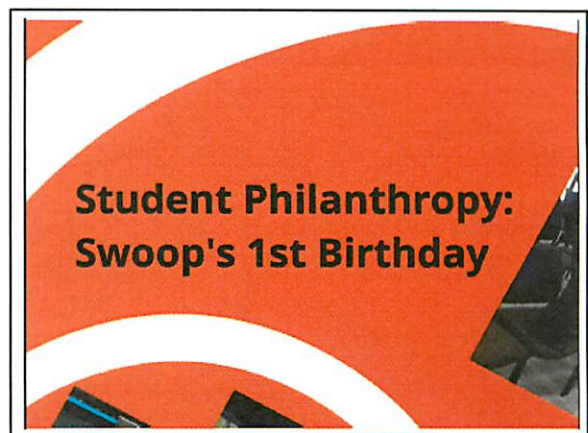
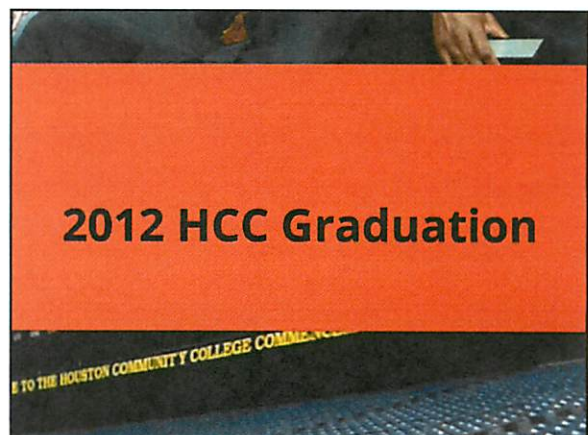
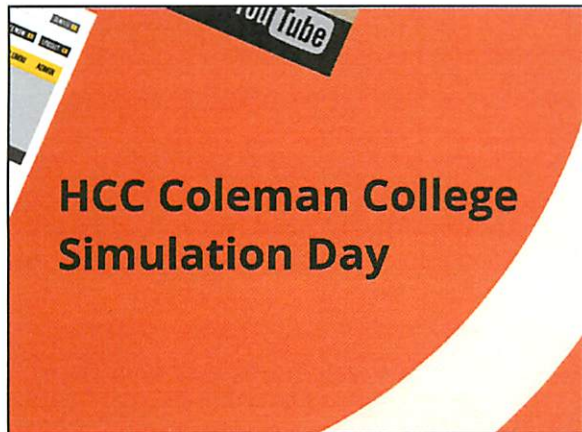
Have a boot camp

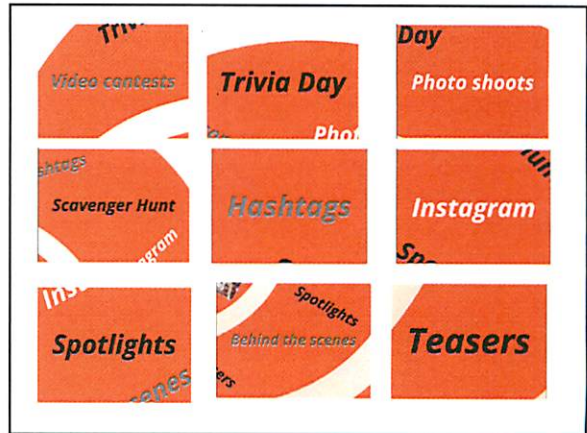
Prospect research ethics

Make it part of your crisis plan

Key: Build relationships

**The Fun Stuff:
What can you do?**





Texas Association of Community College Foundations 2013 Annual Conference



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Sophia James is a fundraising professional with over 12 years of experience in data management, grant writing, annual fund solicitations, special event coordination, and web-based communications. She has hosted webinars, workshops and conference sessions on best practices in fundraising, data management and social media. Currently, Mrs. James serves as the Director of Advancement Services for the Houston Community College Foundation overseeing the operations of the organization. She is responsible for the development and coordination of the alumni association, scholarship program, database development, social media communications and all web based communications. Mrs. James received her baccalaureate degree cum laude in English and History from the University of Houston.