

**Sample Survey**  
**FY2011 Higher Education Survey**  
**Section 1. Pledges & Testamentary Commitments (Optional)**

A. Outstanding Pledges Report the number and dollar amount of new contributions pledged (unconditionally) during the fiscal year but still outstanding at the end of the fiscal year, regardless of the promised payment date. Do not include pledges made in a previous year. Do not include pledge amounts paid during the reporting year. Pledges (unconditional promises) should not be counted anywhere else in the VSE survey.

	No. of Pledges	Amount \$
1. For current operations		
2. For capital purposes		

B. New Testamentary Commitments Report provisions made in wills (or through revocable trusts) during the fiscal year for which the institution has documentation. Documentation might include a photocopy of the pertinent portion of the will or trust document or a letter describing the commitment and its ultimate financial value to the institution. Do not include provisions that name the institution as a contingent beneficiary. Testamentary commitments (bequest intentions) should not be counted anywhere else in the VSE Survey.

	Number of provisions	Face value of provisions \$	Present value of provisions \$
New Testamentary Commitments			

**Sample Survey  
 FY2011 Higher Education Survey  
 Section 2. Finances & Enrollment (Required for All Versions)**

This entire section must be filled out in order to be listed in the VSE Report and be eligible for the CASE Award Program.

**ENROLLMENT** Count enrollment at the beginning of the academic year being reported (i.e., fall of 2004 for the report covering the 2004-05 fiscal year). All students (except continuing education) are counted: full-time, part-time, resident, extension, non-degree. **DO NOT** convert part-time students to full-time equivalents. **FULL-TIME EQUIVALENT ENROLLMENT** Count the FTE enrollment figure as of the beginning of the reporting period, i.e., opening fall FTE enrollment. If the FTE figure is not available, use the formula: the sum of all full-time students plus one-third of the number of part-time students (e.g., three part-time students equal one full-time student). **ENDOWMENT/LONG-TERM INVESTMENTS** Include all the following: - True endowment : funds provided the institution, the principal of which is not expendable by the institution under the terms of the agreement that created the fund. - Term endowment : similar to true endowment except that all or part of the funds may be expended after a stated period or upon the occurrence of a certain event as stated in the terms governing the funds. - Quasi-endowment : funds functioning as endowment - funds given to the institution "with no strings attached" or surplus funds that have been added to the endowment fund, the principal of which may be spent at the discretion of the governing board. Public institutions should include the combined endowment of the foundation and the institution. As a guideline, institutions should enter the amount reported on the NACUBO endowment survey. **EXPENDITURES** Include all expenditures for Instruction, Research, Public service, Academic support, Student services, Institutional support, Scholarships and fellowships, and Operation and maintenance of physical plant. Exclude Auxiliary Enterprises, Hospital Services, and Independent operations. Public institutions should enter the combined expenditures for the foundation and the institution.

	FY2010	FY2011
1. Enrollment - total headcount		
2. Enrollment - full-time equivalent		
3. Endowment market value \$		
4. Expenditures \$		

Notes on Endowment and Expenditures

**Sample Survey  
FY2011 Higher Education Survey  
Section 2b. Advancement Investment (Optional)**

QUESTION I: In the section below, report expenditures by function. Regardless of how the advancement function is administered (centrally or in a decentralized manner), report the distribution of expenditures by function below. Salaries and benefits should be included in rows 1. and 2. by function, even if they are paid for centrally.

	A. Development/ Fundraising	B. Alumni Relations /Affairs	C. Communications/ Marketing	D. Advancement Services	E. Advancement Management	F. Total Expenditures
1. Salaries						
2. Benefits						
3. Current Operations Expenditures						
4. Capital Expenditures						
5. Total Expenditures						

QUESTION II: In the section below, report the FTEs of paid staff by function. A single employee's time may be spread over several functional areas. This question is for number of staff, not for dollar amounts. Staffing costs go in Question I, rows 1. and 2.

	A. Development/ Fundraising	B. Alumni Relations/Affairs	C. Communications/ Marketing	D. Advancement Services	E. Advancement Management	F. Total Staff
6. Staff (FTE)						

QUESTION III: Use the space below to tell us if your institution is in an active capital campaign this fiscal year, and, if so, the dates of the campaign.

If your institution is in a capital campaign, check here. Then enter the dates of the campaign below.

The silent phase of the campaign started on the following date:

The campaign officially started on the following date:

The campaign ends on the following date:

QUESTION IV: Comments and Notes

Please use this space to enter comments or explanatory notes:

**Sample Survey  
FY2011 Higher Education Survey  
Sections 3 & 4 Minimal Survey**

There are three options for completing Section 3: Full, Partial, and Minimal. All forms of the survey count as full participation in the program. So, complete the version where the level of detail corresponds to the level of detail in your records. You might also want to do a shorter version because of time constraints. This is the "Minimal" version, requiring the least detail. Every required question is either here or in Section 2. You do not have to complete Section 1. Please enter 0 where no gift income was received for a particular cell. Every cell below should have a number in it when you are finished.

In this Minimal survey form, you report your sub-totals by Source and by Purpose. Though you report these sub-totals independently, they must both total to the same amount. When you answer the survey online, there is an automatic validation box that will tell you by how much your numbers are off, if they do not match. Remember to include deferred giving at present (discounted) value both in the "Sources" part of the grid and then below, on its own line, in the "Purposes" part of the grid. **DO NOT INCLUDE CORPORATE PARTNERSHIPS ON THE VSE SURVEY.**

	TOTAL
Totals by Source (Include Deferred Gifts At Present Value) Alumni	
Parents	
Other Individuals	
Foundations	
Corporations	
Religious Organizations	
Fundraising Consortia	
Other Organizations	
Official Grand Total by Source	
Totals By Purpose Outright to Current Operations: Unrestricted	
Outright to Current Operations: Restricted	
Total Outright to Current Operations	
Outright to Capital Purposes: Prop., Build., & Equip.	
Outright to Endow.: Unrestricted	
Outright to Endow.: Restricted	
Outright to Loan Funds	
Total Outright to Capital Purposes	
Total Deferred Giving at Present Value	
Official Grand Total by Purpose	
USE ROWS BELOW TO REPORT TOTAL GIVING WITH DEFERRED GIFTS AT FACE VALUE. PLEASE CLICK HERE AND READ INSTRUCTIONS.	
Alumni Giving Using Deferred Gifts at Face Value	
Parent Giving Using Deferred Gifts at Face Value	
Other Individual Giving Using Deferred Gifts at Face Value	
Alternate Grand Total Using Face Vaue	

**Sample Survey  
FY2011 Higher Education Survey**

A. Contributions from Alumni for All Purposes

	Number of Record	Number Solicited	Number of Donors
Alumni Details			

B. Bequests Report here realized bequests. Do not report here bequest intentions, which are reported in Section 1.

	No. of Donors	Amount \$
1. Bequests for Current Operations		
2. Bequests for Capital Purposes		
3. Enter Totals here ONLY if you have left lines 1 & 2 above blank		
4. Total Bequests		

C. Three Largest Donor Totals from Individuals Use PRESENT value if any of these are deferred gifts.

	Largest \$	2nd Largest \$	3rd Largest \$
1. From living individuals			
2. Through estate settlements (bequests)			

D. Deferred Giving Number of gifts (Charitable Remainder Trusts, Pooled Income Funds, Gift Annuities, and the like) whose dollar amount is reflected above in Section 3. "Total Deferred Giving at Present Value."

	Number established or added to during reporting period
Deferred Giving	

E. Three Largest Donor Totals from Foundations and from Corporations The sums of the three largest donor totals from Foundations and from Corporations below must not exceed the total dollar amounts reported from Foundations and from Corporations respectively. These largest donor totals must be included in the total amounts reported above in Section 3. DO NOT INCLUDE CORPORATE PARTNERSHIPS ON THE VSE SURVEY.

	Largest \$	2nd Largest \$	3rd Largest \$
1. Foundations			
2. Corporations			