

AAMC Annual Development Survey Users' Guide 2012 Edition

for reporting giving activity in 2011-2012

GENERAL INSTRUCTIONS

Important Instructions to note before beginning the survey:

You may choose to print out a copy of the survey before you begin online completion so that you may gather data before entering. We do encourage you to complete the survey in one session.

The "Submit Completed Survey" button should not be clicked until all sections are complete.

Ensuring that your data is saved if you choose to complete the survey in multiple sessions:

If you are completing the survey in multiple sessions, please be sure to click the "Save and Continue" button so that your data can be retrieved upon your return. This ensures that the information you have entered has been saved to the database. To exit, simply close the browser and login at a later date.

Using the Users' Guide resource:

A ? indicates that further information exists in the survey Users' Guide. You can also print out a copy of the entire Users' Guide from the link at the top of the page.

Completing a Section:

Once you have completed the questions in a section, press the "Save and Continue" button to save your answers and continue on to another section of the survey.

Confirming all required answers within the section have been addressed:

If all questions in a section are completed, the red X on this page will change to a blue check.

Determining which questions have been missed:

You can see which questions you have missed by using the Status Summary feature next to each section.

Addressing a question that is not applicable to your institution:

If a question is not applicable to your institution, please insert NA for "not applicable." Only insert a zero "0" if it represents an actual value or number response. Do not leave it blank or the Status Summary feature will indicate that you have not completed the section.

Totals for numerical columns:

Totals for numerical columns will be compiled electronically.

Printing your survey:

Please print a hard copy of each section of the survey for your records before submitting. You will not be able to re-enter the survey to print once the survey has been submitted.

To print a hard copy, right click your mouse and choose "print". To create an electronic file, choose "Adobe PDF" as your printer option. Having a record of the data you entered will be helpful when completing next year's survey and maintaining records for your institution.

After the completion of all six sections:

After completing all six sections of the survey, it is advisable to have your Dean or Chief Development Officer review and approve your responses. Once the responses have been reviewed and approved, click the **Submit Completed Survey** button to send your responses to the AAMC. **The "Submit Completed Survey" button should not be clicked until all sections are complete.** If you have any questions, please contact developmentsurvey@aamc.org.

BACKGROUND

What is the annual survey?

Since 1999, the AAMC has worked to build a national database for use by medical school deans, hospital CEOs, and their designees at member institutions to assess integral components of a successful development program and to make effective decisions on the deployment of organizational resources. To construct the database, the Association annually collects benchmarking data from U. S. medical schools and member hospitals of the Council of Teaching Hospitals (COTH).

Eligibility to participate in the survey program

Any U. S. medical school or teaching hospital that is a member of the Association of American Medical Colleges is encouraged to participate in the annual survey program by submitting the requested data about their development programs.

How does a member institution participate in the annual survey and what is the usual timetable for the survey process?

Medical school deans and hospital CEOs are contacted in December each year to designate staff from their institutions to complete the survey. The survey instrument is available beginning December 2012 and data must be submitted by March 1, 2013.

How does a member institution access survey data?

Only by participating in the annual survey process will an institution have access to reports and analysis generated by the data collected. Instructions for accessing data are provided to participating institutions when the annual reports and analyses are available on-line, usually by June of each year.

Reasons for a member institution to participate annually in the survey program

An institution that participates in the survey can access survey analyses that enables representatives to:

- view the member school compared with up to three others showing select private support, cost, and staff data
- view complete responses for a particular institution
- view a summary of the aggregated compensation data of key development staff
- download an excel file for selected institutions for specific analyses
- view an executive summary of the survey data

Available support to survey participants

The AAMC Office of Communications provides administrative and technical support of the annual development program survey project. Questions, comments, or suggestions on the survey should be directed by email to developmentsurvey@aamc.org or telephone 202.862.6209. Also, the AAMC conducts several survey participant conference calls during the time when surveys are to be completed. These calls are scheduled and announced in advance and are led by staff of the AAMC Office of Communications and representatives of the consulting firm supporting the survey project.

Data Confidentiality and Release Policy

The salary data collected regarding salaries of individual positions at an identified institution is classified by the Association as confidential and will not be published or shared with other institutions or persons. All other survey data, including **total** salary and benefits data for any single institution, are classified as restricted; these data will be released with institutional identification to survey participants through online reports but will not be made available to the public.

SURVEY INSTRUMENT COMPLETION INFORMATION

General comments

If a question is not applicable to your institution, or if the information is not available, do not leave it blank; please enter NA. Only use a zero (i.e., "0") if it represents an actual value or number response. Data requested are for gifts actually received during the period July 2011 through June 2012. If some reporting period other than July through June is represented in the data, please specify in the appropriate section of the survey. In the Total Private Support section, do not include pledge or unrealized bequests, or funds from governmental sources or received through a contract (e.g., do not include clinical trial monies).

Institution Type Classification

Survey participant institutions are classified according to institutional type. The categories of institutional type relate to an institution's development program defined for the purpose of survey analyses. The following categories of type are:

- **Medical School** — development program is separate from the development program(s) of its primary teaching hospital(s).
- **Teaching Hospital** — development program is separate from that of the Medical School.
- **Joint Program** — development program is integrated and conducted jointly for the benefit of both the medical school and the medical school's primary teaching hospital(s).

Terms/Definitions by Survey Section

Section I — Institutional Description

- **Endowment size** — report market value and include Perpetual Endowment, Term Endowment, and Quasi-Endowment.
- **Actual Total Institutional Expenses** — Please provide the total FY2011-2012 expenses for the organization for which your development program raises private funds; i.e. total expenses for the entire organization of your medical school, teaching hospital or joint program (corresponding to institution type above).
- **Free-standing Medical School** — the Medical School is not part of a university or other institution; it has its own governance, budget, and financing structures.
- **Financially Autonomous Medical School** — the Medical School budget and financing operations are not subject to parent-university/institution authorization.
- **Financially Integrated Medical School** — the Medical School budget and financing operations are subject to parent-university/institution authorization.

Section II — Total Private Support* (Gifts for medical schools and/or teaching hospitals only are to be reported — do not include gifts received in support of other academic units or programs [e.g. allied health, dentistry, nursing, pharmacy, public health]).

- **Current Operations, unrestricted** — outright gifts given for current operations without any restrictions.
- **Current Operations, restricted** — outright gifts given for current operations that have been restricted by the donor for a specific purpose.
- **Endowment Gifts** — gifts that donors specify are to be retained and invested for income-producing purposes. Income from endowments can be either restricted or unrestricted, as indicated by donor directions. *Perpetual* endowment gifts are those for which the donor has stipulated that the fund's principal be maintained inviolate and in perpetuity. *Term* endowment gifts are those for which the donor or outside agency has stipulated that the fund's principal is to be maintained inviolate until a particular event or for a stated period of time, after which all or part of the principal may be expended. *Quasi*endowments are funds established by the institution's governing body as endowments, any portion of which may be expended at the discretion of the governing body. For purposes of this survey, do not include long-term investments that are not endowment funds.

- **Capital Purpose Gifts** — outright gifts of both real and personal property for the use of the institution; gifts made for the purpose of purchasing buildings, other facilities, equipment, and land for use of the Medical School and/or Teaching Hospital; and, gifts restricted for construction or major renovation of buildings and other facilities. For purposes of the AAMC survey, include Gifts-in-Kind in this category.
- **Realized Bequests** — gifts and/or funds actually received from the estate of a donor. Bequeathed gifts can be reported as designated by the donor for current operations, either unrestricted or restricted, for endowment purposes, or for capital purposes.
- **Private Support by Donor Type (i.e., Donor Source)** — Gifts should be reported based on legal donors as opposed to attributed donors.
- **Medical School Alumni/ae Gifts** — gifts from housestaff/resident alumni/ae as well as those from alumni of degree programs of the Medical School.
- **Other Institutional Alumni/ae Gifts** — gifts from alumni/ae of the Medical School's parent university, but who are not alumni of the Medical School itself.
- **Personal/Family Foundation Gifts** — gifts from these sources are reported as Foundation gifts, not as gifts from alumni/ae or other individuals. Family foundations are not recognized legally differently from other private/independent foundations and include: those with the word "family" or "families" in the organization's name; those with a living donor whose surname is the same as the foundation's; or, those with at least two trustee surnames that match a living or deceased original donor of the foundation.
- **New Gift Detail-Pledge Commitments Received** – Report the number and dollar amount of enforceable gift commitments pledged during the reporting year of 2011-2012. Do not include pledged gifts and commitments received before the 2011-2012 year.
- **Other Private Foundation Gifts** — gifts from foundations or trusts that are private tax-exempt entities operated exclusively for charitable purposes.
- **Other Institutions/Organizations** — gifts and grants from organizations not classified as foundations or corporations. Examples of funds to report might include grants from organizations such as the American Cancer Society, American Heart Association, etc. *Do not include*, however, pharmaceutical contract funds, government grants, or gifts from affiliated foundations or organizations that already counted the funds as gifts when they were received by the affiliated foundation or organization.
- **Special Events** — funds raised through auctions and other special events can be reported as net proceeds of such events assuming the funds from such activities are handled independent of the institution's development accounting system for recording gifts by individuals or organizations.
- **Deferred Gifts** — gifts that are irrevocable/documented commitments including Bequest Expectancies, Charitable Gift Annuities, Charitable Lead Trusts, Charitable Remainder Trusts, Life Estates, Pooled Income Funds, and Split-Interest Trusts. Deferred gifts reported in this survey can include trusts administered by others than the Medical School, Parent University/Institution, or Primary Teaching Hospital.
- **Solicitable M. D. Alumni** — the number of M. D. alumni for which the institution/program has good address and contact information.
- **Solicitable Medical School Alumni** — All solicitable medical school alumni, including number of M.D. alumni in the school as well as housestaff/resident alumni.
- **Scholarship Funding** - report only gifts/pledges received in 2011-2012, not unpaid pledge commitments.
- **Grateful Patients/Grateful Patients' Families Fundraising Program** – report gifts received as a result of dedicated and targeted development staff and other resources focused on donors affiliated primarily with the institution with a current or past patient relationship.
- **Volunteer Leadership Giving** – report gifts received from those volunteer boards or committees whose primary responsibility is to exhibit philanthropic leadership through personal giving and advocacy of major philanthropic support.

* Terms and definitions used in the AAMC Development Program Survey generally have been drawn from and are consistent with the current CASE reporting standards.

Section III — Development Staff by Function

- **FTE** — represented in increments up to 1.0, with 1.0 representing one full-time equivalent staff person in medical school / teaching hospital / joint program budget.
- **Fundraising Professionals** — staff person (full- or part-time) having responsibilities of fundraising and/or management of fundraising programs.
- **Other Professionals** — staff (full- or part-time) with management responsibilities for development/fundraising support programs (i.e., information services, donor relations programs, development special events, research/prospect management).
- **Support Staff** — staff person not having management or administrative oversight of programs and other staff in the development program.
- **Positions Not in Development Program Budget** — FTE information regarding staff assigned development functions but not carried in the Medical School and/or Teaching Hospital development program budget. Examples would include staff from the institution's central development/advancement program and/or an institution's support organization or Foundation.

Section IV — Compensation of Key Development Staff

- **Salary** — reported as the base compensation of the staff member.
- **Other Compensation** — can include incentive bonuses, car or car allowances, personal private club memberships, and educational tuition discounts/waivers. (Do not include retirement and medical/hospital and life insurance benefits in this section.)

Section V — Fundraising/Development Costs

- **Development Personnel Costs** — the total of all salaries, benefits (include retirement, and medical/hospital and life insurance benefits in this section) and other compensation for development personnel funded in the Medical School and/or Teaching Hospital development program budget. Report only those for the entity for which you are reporting. For example, include only those salaries and other compensation within the medical school development program budget if completing the Medical School Version of this survey; similarly, only include those for teaching hospital if completing Teaching Hospital Version of this survey; and both the medical school and teaching hospital development program budgets if completing Joint Program Version of this survey.
- **Development Program Costs** — total operating expenses, not including any personnel costs, for programs funded in the Medical School and/or Teaching Hospital development program budget. Report only those for the entity for which you are reporting. For example, include only those operating expenses within the medical school development program budget if completing the Medical School Version of this survey; similarly, only include those for teaching hospital if completing Teaching Hospital Version of this survey; and both the medical school and teaching hospital development program budgets if completing Joint Program Version of this survey.
- **Costs Covered by Other Budget Resources** — total of **other** funds for development personnel and programs provided in budgets **other** than that of the entity (medical school or teaching hospital or joint program) for which you are reporting in this survey.
- **Total Program Fundraising/Development Costs** — development costs covered from all sources, even if the costs are incurred by budgets other than those managed by the entity for which you are reporting in this survey (including expenses funded by an institution's central development or advancement program, or foundation organization).