

Barton Community College Foundation 2018-2019 Strategic Plan

“The Barton Community College Foundation exists to raise private sector funds by providing leadership and to prudently manage gifts to benefit educational opportunities and initiatives of the College.”

Strategic Objective	Measurement	Strategy/Initiative	Due Date	Assigned To:
1. Maximize student learning and success	<ul style="list-style-type: none"> • Set budget for program enhancements • Offer available scholarships to traditional and non-traditional students • Based on available funds, subsidize college for scholarship recruitment purposes • Assist college in implementing new training programs 	1.1 Big Benefit Auction: \$40,000 net goal	8/25/2018	Coleen / Foundation Staff / Auction Committee
		1.2 AEF: \$40,000 net goal	6/30/19	Coleen / Foundation Staff / AEF Committee
		1.3 Sporting Clay Shoot: \$12,000 net goal	4/14/19	Coleen / Foundation Staff / Clay Shoot Committee
		1.4 BEST: Encourage employees to support campaign and improve giving in numbers and financially.	11/30/2018	Coleen / Foundation Staff
		1.5 Work with donors and businesses to support new programs and grant-matching opportunities.	On-going	Coleen / Foundation Board
2. Show value and appreciation to stakeholders	<ul style="list-style-type: none"> • Secure new program partnerships • Create new friends of the gallery and more student participation • Continue to cultivate new donors and constituents • Work with faculty to improve their classroom experience 	2.1 Meet with current and potential donors to engage their trust, friendship, and support.	On-going	Coleen / Foundation Board
		2.2 Select AEF chairs	1/31/19	Coleen / Foundation Staff / AEF Committee
		2.3 Receive an unqualified audit for the year	11/7/18	Coleen / Foundation Staff / Gallery Staff / Library Staff
		2.4 Award faculty mini grants	9/30/18	Coleen / Mini Grant Committee
		2.5 Receive report from UMB investment management team	9/5/18	Foundation Board / Rex Matlack (UMB Representative)

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	<ul style="list-style-type: none"> • Ensure efficient management of resources 	2.6 Identify and select DSA recipient	3/15/19	Coleen / Foundation Staff / Foundation Board
		2.7 Select Auction honorarium	3/30/19	Coleen / Foundation Staff / Foundation Board
3. Maintain and recruit strong Foundation Board members to assist the College in future initiatives	<ul style="list-style-type: none"> • Create open communications • Create and maintain a strategic plan that will enhance the college plans • Share College and Foundation news through updated emails to directors 	3.1 Have a new board member orientation	9/30/18	Coleen / New Foundation Board Members
		3.2 Have a social event for Foundation Board of Directors	6/4/19	Coleen / Foundation Board of Directors
4. Increase internal and external awareness for all entities of the College and Foundation	<ul style="list-style-type: none"> • Contact current and potential donors • Create new relationships with businesses and individuals • Create new ideas to increase participation from the citizenry 	4.1 Send correspondence sharing/giving information; make personal phone calls and in-person contacts	On-going	Coleen / PR Staff
		4.2 Conduct 7 th annual, student Thank-A-Thon	11/12/18	Coleen / Student Ambassadors
		4.3 Continue to offer our Silver Cougar Club members college information, classes and special events	Ongoing	Coleen / Donna McCormick