2022-2023 Barton Community College Foundation 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."

Goal	Initiative	Action Items	Responsible Party	Due Date
	orange = new initiative	blue = not previously measured		

Raise private sector funds

Events and Campaigns

Goal	Initiative	Action Items	Responsible Party	Due Date
Continue to host and grow established events and campaigns	Academic Enrichment Fund	• define campaign • solicit donors using donor history data • record and receipt gifts	AEF Chair Staff	3/1/2023
	BEST Campaign Goal - Increase number of donors and percentage of employees that give	• solicit and document gifts/pledges • create employee committee focused on campus enhancement • send student thank yous to all staff when received • complete enhancement project before next year if possible	Staff	11/1/2022
	Clay Shoot Event Goal - $15,000	• solicit sponsors, shooters, and partners • plan event • publicize and report	Clay Shoot Committee Staff	4/16/2023
	Big Benefit Auction Event Goal - $40,000	• solicit sponsors, donors, participants, and partners • plan event • publicize and report	Auction Committee Staff Volunteers	8/26/2023
	Event Review	• develop event review debrief process • complete review of each event within 30 days of completion	Staff All Committees	8/27/2022
Create new events/campaigns	Maintain a list of ideas from stakeholders, staff, and board members of new or interesting ideas	• create a parking lot of ideas • review list each year and evaluate if idea should stay on the list • regularly reference list to move items up	All	Ongoing

Donor Recruitment and Retention

Goal	Initiative	Action Items	Responsible Party	Due Date
Steward current donors effectively and identify new donors	Increase communication channels and frequency of communications	• update and maintain website • produce quarterly Focus newsletter • produce monthly Focus Break e-newsletter • send handwritten note annually to donors • work with PR to create other opportunities	Staff	Ongoing
	Identify potential new donors and develop long-lasting donor relationships	• create alumni engagement plan • create and execute stewardship plan • maintain legacy giving societies and recognize donors within	Staff	alumni plan - 4/30/2023 stewardship plan - 11/30/2022 legacy - ongoing

Provide Leadership

Board Relations

Govern the Foundation effectively through well-developed policy and planning processes	Build comprehensive annual strategic plan	• work with board leadership to prioritize goals • draft strategic plan • obtain board buy-in and approval	Board Admin Committee Staff	5/15/2023
	Maintain appropriate and comprehensive policy and procedure manual	• review policy manual annually • update as needed for changing requirements, market, technology, etc.	Admin Committee Staff Board	Ongoing
Support the Board of Directors to provide relevant and accessible resources and guidance	Recruit board members as needed in accordance with Foundation policy to maintain 15-person board	• identify number of new board members needed • follow nomination process • create recruiting packet	Nomination Committee Staff	4/30/2023
	Provide quality orientation and onboarding opportunities	• create onboarding process and packet • take board member on campus tour; (re)introduce member to campus • check in after six months to take temperature • define processes and protocols and provide education/info	Nomination Committee Staff	9/1/2022
	Provide professional/board development and social activities	• host board social in June • identify and arrange board development opportunities, training, retreats, etc • provide orientation training regularly, inviting new and returning members	Staff	6/30/2023

College Involvement

Advance the causes of Foundation interests on campus	Advance the cause of the Shafer Art Gallery	• provide administrative oversight and support to Gallery director • promote and attend special events hosted by the Gallery • prudently manage permanent art collection in accordance with Gallery vision	Staff	Ongoing
	Advance the cause of the Cohen Center for Kansas History	• provide administrative support to library director in promotion of the Center • prudently manage permanent book collection in accordance with Library vision	Staff	Ongoing
	Advance the cause of all other donor-named locations on campus	• provide administrative support to College in regards to donor wishes at all named locations on campus	Staff	Ongoing
Increase Foundation presence on campus	Maintain and increase Foundation influence and presence throughout campus programs and activities	• promote and attend College events and programs • serve on committees and councils across campus to bring value and leadership to College initiatives	Staff	Ongoing

Community Involvement

Engage in community events and initiatives that support the Foundation mission and strategic plan	Maintain a presence at events that align with the College and Foundation's mission	• volunteer as Chamber Ambassador • attend Chamber Coffees and other events regularly • identify community events that will benefit the Foundation and/or the College for a representative to attend • determine the correct representative to send • attend as available	All	Ongoing

Professional/Team development

Create a healthy culture of development and appreciation of staff	Identify and partake in professional development opportunities at all levels at least annually	• build development plan and schedule • set appropriate budget • identify opportunities available for development • provide resources to those attending classes, conferences, and training	Staff	10/1/2022
	Provide comprehensive employee evaluations on the standard College schedule and monitor progress of improvement plans.	• maintain regular schedule • build dedicated time into schedule for employee evaluations and check-ins • if needed, monitor and check progress of improvement plans	Staff	Ongoing
	Develop and host a staff retreat every two years at a minimum to foster growth, teamwork, and creativity.	• build retreat schedule and determine budget • set agenda based on current needs • plan logistics • host retreat • gather feedback for improvement	Staff Admin Committee	12/15/2022

Prudently manage gifts

Regulatory standards

Follow all pertinent IRS guidelines and operate in a lawful manner	Maintain compliance with federal regulations.	• complete a Form 990 in accordance with GAAP and IRS regulation • establish updated receipting procedures in compliance with GAAP and IRS regulation	Staff	12/1/2022

Financial

Manage funds in a fiscally responsible manner, in accordance with generally accepted accounting principles	Work with qualified partners to complete appropriate due diligence in all financial matters and compliance.	• work with UMB investment team to identify and act upon investment opportunities and risks in accordance with board tolerance and directives • work with Adams Brown to complete an unqualified financial audit	Staff Admin Committee	Ongoing

Office

Manage office operations with transparency and efficiency	Manage the Foundation with increased efficiency and transparency	• create and maintain annual office budget • create, maintain, and audit Foundation inventory assets to include all fixtures, furniture, equipment, and technology resources • create capital outlay for all resources based on expected life expectancy/use • create sustainable organizational infrastructure to assist with continuity and function • complete full policy review schedule and execute throughout the year • identify appropriate donor relationship management software and create implementation plan	Staff	6/30/2023
	Create continuity plans for all aspects of operations	• identify areas that continuity plans are most helpful • as actions/events are completed create simple guides with best practices • consolidate into full plan after one year	Staff	6/30/2023

Benefit educational opportunities and initiatives of the College

Scholarships

Support students with financial assistance	Award scholarships annually as directed by donors and in compliance with financial and College standards	• educate partners about availability and requirements of scholarship application, award, and compliance • maximize applications through awareness, education, and encouragement of resources • award scholarships in accordance with all contracts and donor wishes • assist the College in the award of GPA-based general scholarships	Scholarship Committee Staff	Ongoing

Support College

Provide financial support to the College for programs, initiatives, and projects	Award Faculty Mini-Grants on annual basis	• increase awareness of availability of program • maintain current process • award mini-grants to faculty • promote the awards of funds	Mini-Grant Committee Staff	11/1/2022
	Utilize BEST funds on annual basis	• increase awareness and buy-in from Barton County staff • create council/committee of Barton County campus staff to brainstorm uses of funds • utilize funds with collaboration of staff	Staff BEST Committee	6/30/2023
	Provide support as capable to initiatives and programs of the College	• create/evaluate open proposal system to include detailed process, use, and rules • work with College administration to evaluate need and alignment with College mission of request • present to Board and follow decision	Board Staff	Ongoing