

## Barton Community College Foundation 2011-2012 Strategic Plan

Strategic Objective	Measurement	Strategy/Initiative	Due Date	Assigned to:
1. Enhance the student experience & their opportunities to succeed	<ul style="list-style-type: none"> <li>• Set budget for program enhancements</li> <li>• Increase # of scholarship awards by 50</li> <li>• Increase faculty mini-grants by \$1,000</li> <li>• Plan &amp; implement private fundraising efforts for the performing arts auditorium</li> </ul>	1.1 Big Benefit Auction: \$40,000 net goal 1.2 AEF: \$40,000 1.3 Sporting Clay Shoot 1.4 Raise \$400-\$500 thousand for renovation & scholarships	8-27-11 6-30-12 4-15-12 12-15-12	Auction Committee AEF Committee Clay Shoot Committee Dr. Heilman, Robert Feldt & Darnell
2. Valuing People and building relationships –improve community/civic engagements	<ul style="list-style-type: none"> <li>• Increase assets</li> <li>• Secure new program partnerships</li> <li>• Conduct private, personal, and public networking</li> <li>• Public speaking</li> <li>• Implement an employee giving campaign</li> <li>• Complete a Shafer Art Gallery educational center</li> </ul>	2.1 State Tax Credits: \$208,233 2.2 Bring 3 new business opportunities for training or academic partnership to the College 2.3 Meet with current and potential donors with Dr. Heilman 2.4 Engage board members in stewarding existing friends of the college and expand the advancement tools with measureable outcomes. 2.5 Speak at 8 civic groups throughout the year 2.6 Continue “Partners in Education” program 2.7 Increase the employee giving by \$1,000 2.8 5th Scripps National Spelling Bee Competition 2.9 Produce media to educate youth, students, and community citizens	12-15-11 6-30-12 6-30-12 6-30-12 6-30-12 12-1-12 Ongoing 3-17-12 Ongoing	Entire Board, Dr Heilman, Darnell Dr. Heilman & Darnell Dr. Heilman & Darnell Admin Committee & Darnell David Barnes & Darnell Selection Committee-Foundation Board, Dean Simmons, Darnell Coleen Cape Foundation Staff Darnell & David Barnes
3. Maintain and recruit strong Foundation Board Members to assist the College in future initiatives	<ul style="list-style-type: none"> <li>• Create open communications</li> <li>• Create and maintain a strategic plan that will enhance the college plans</li> </ul>	3.1 Lead a board development retreat 3.2 Have a new board orientation & campus tour 3.3 Have a social event for Foundation Board of Directors 3.4 A Foundation director will attend each monthly College Trustee meeting 3.5. Have a combined dinner between Trustees and Directors	10-5-11 7-27-11 6-6-12 6-21-12	Darnell & Admin board Darnell Board of Directors Board of Directors Directors & Trustees

<p>4. Increase internal &amp; external awareness for all entities of the College and Foundation</p>	<ul style="list-style-type: none"> <li>• Hire new PR director and specialist positions and assume the duties of Marketing and Promotions for the College</li> <li>• Contact current &amp; potential donors</li> </ul>	<p>4.1 Restructure the PR Department and train new employees</p> <p>4.2 Send correspondence sharing/giving information; make personal phone calls &amp; in-person contacts</p> <p>4.3 Conduct a student/staff 2<sup>nd</sup> Annual Thank-a-thon</p> <p>4.4 Complete and send quarterly Focus Newsletters and bi-monthly SCC newsletters</p> <p>4.5 Send regular emails to campus employees on activities and events</p>	<p>Ongoing</p> <p>Ongoing</p> <p>11-21-11</p> <p>Ongoing</p> <p>Ongoing</p>	<p>Darnell &amp; PR Staff</p> <p>Darnell &amp; Staff</p> <p>Darnell &amp; Staff</p> <p>Darnell and Staff</p> <p>Darnell and Staff</p>
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