

## Barton Community College Foundation 2016-2017 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.”*

<b>Strategic Objective</b>	<b>Measurement</b>	<b>Strategy/Initiative</b>	<b>Due Date</b>	<b>Assigned To:</b>
1. Maximize student learning and success	<ul style="list-style-type: none"> <li>• Set budget for program enhancements</li> <li>• Offer available scholarships to traditional and non-traditional students</li> <li>• Based on available funds, subsidize college for scholarship recruitment purposes</li> <li>• Assist college in implementing new training programs</li> </ul>	1.1 Big Benefit Auction: \$40,000 net goal	8/27/2016	Coleen / Foundation Staff / Auction Committee
		1.2 AEF: \$40,000 net goal	6/30/17	Coleen / Foundation Staff / AEF Committee
		1.3 Sporting Clay Shoot: \$12,000 net goal	4/23/17	Coleen / Foundation Staff / Clay Shoot Committee
		1.4 BEST: Encourage employees to support campaign and improve giving in numbers and financially.	11/30/2016	Coleen / Foundation Staff
		1.5 Work with donors and businesses to support new programs and grant-matching opportunities.	On-going	Coleen / Foundation Board
		1.6 Work on new programs to enhance student opportunities in the workforce.	On-going	Coleen / Foundation Board / WTCE Division
2. Show value and appreciation to stakeholders	<ul style="list-style-type: none"> <li>• Secure new program partnerships</li> <li>• Create new friends of the gallery and more student participation</li> <li>• Continue to cultivate new donors and constituents</li> </ul>	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	1/31/17	Coleen / Foundation Staff / AEF Committee
		2.3 Receive an unqualified audit for the year	11/1/16	Coleen / Foundation Staff / Gallery Staff / Library Staff
		2.4 Award faculty mini grants	9/30/16	Coleen / Mini Grant Committee

## Barton Community College Foundation 2016-2017 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.”*

	<ul style="list-style-type: none"> <li>• Work with faculty to improve their classroom experience</li> <li>• Ensure efficient management of resources</li> </ul>	2.5 Receive report from UMB investment management team	12/7/16	Foundation Board / Rex Matlack (UMB Representative)
		2.6 Identify and select DSA recipient	3/15/17	Coleen / Foundation Staff / Foundation Board
		2.7 Select Auction honorarium	3/30/17	Coleen / Foundation Staff / Foundation Board
		2.8 Coordinate plans with Shafer Gallery for 25 <sup>th</sup> anniversary celebration	TBD Spring 2017	Coleen / Foundation Staff / Gallery Staff / PR Staff
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> <li>• Share College and Foundation news through updated emails to directors</li> </ul>	3.1 Lead a board development retreat	6/30/17	Coleen
		3.2 Have a new board member orientation	12/15/16	Coleen / New Foundation Board Members
		3.3 Have a social event for Foundation Board of Directors	6/30/17	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"> <li>• Contact current and potential donors</li> <li>• Create new relationships with businesses and individuals</li> <li>• Create new ideas to increase participation from the citizenry</li> </ul>	4.1 Send correspondence sharing/giving information; make personal phone calls and in-person contacts	On-going	Coleen / PR Staff
		4.2 Conduct a 6 <sup>th</sup> annual, student Thank-A-Thon	11/14/16	Coleen / Student Ambassadors
		4.3 Continue to offer our Silver Cougar Club members college information, classes and special trips	Ongoing	Coleen / Donna McCormick