

Barton Community College Foundation 2009-2010 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"> • Award as many scholarships as funds allow through endowments & annual funds • Set budget for funding program enhancements • Award faculty mini grants from 2009 clay shoot proceeds 	1.1 Big Benefit Auction: \$30,000 net goal 1.2 AEF: \$35,000 1.3 Sporting Clay Shoot	8-22-09 3-30-10 4-18-10	Auction Committee AEF Committee Clay Shoot Committee
2. Develop good relationships with current & prospective donors	<ul style="list-style-type: none"> • Increase assets • Assist funding initiatives & capital improvements • Increase donor participation & provide funds for art exhibits & programs 	2.1 State Tax Credits: \$156,250 2.2 St. John/Macksville Lions Club Dinner/Tour 2.3 Donor Appreciation Dinner 2.4 Shafer Gallery Art Auction 2.5 New Foundation/Alumni/SCC Websites 2.6 Learning Resource Center Celebration Dinner 2.7 Thank past donors & solicit new donors	12-15-09 11-5-09 5-21-10 7-1-09 Ongoing	Entire Board, Dr Heilman, Darnell Gregg Fischer, Darnell Darnell, Staff Art Auction Committee, Staff Darnell, Michelle, Donna Entire Board, Darnell, Staff Entire Board, Darnell
3. Enhance relationships with the communities we serve (external & internal)	<ul style="list-style-type: none"> • Economic development • New partnerships created • Speaking engagements • Increase in funding 	3.1 Public Relations Enhancements 3.2 3 rd Scripps National Spelling Bee Competition 3.3 Silver Cougar Club Classes & Activities 3.4 Quarterly Foundation "Focus" Newsletter 3.5 Bi-Monthly Silver Cougar Club Newsletter 3.6 Speak to area civic groups (4 per year) 3.7 Public Relations Foundation Video 3.8 40 th Anniversary Planning & Events	3-13-10 Ongoing Ongoing Ongoing 6-30-10 4-30-10 6-30-10	Entire Board, Darnell, Staff Darnell, Staff Darnell, Staff Darnell, Michelle Darnell, Michelle Entire Board, Dr Heilman, Darnell Darnell Darnell, College Committee
4. Cultivate professional development, retention & success of Foundation staff	<ul style="list-style-type: none"> • Retain staff • Good moral • Meet objectives & goals • Board review of Executive Director 	4.1 CRD Natl Board Member & Region Director 4.2 Encourage training as needs arise	6-30-10	Darnell Darnell, Staff
5. Maintain a strong Foundation Board working with the College to meet current & future opportunities & initiatives	<ul style="list-style-type: none"> • Open communication • Participation in meetings & events • Promoting growth of Foundation assets 	5.1 A Foundation board member will attend each monthly College Trustee's meeting 5.2 Clarify role of College President and Trustee Chair in participating in Foundation activities & fundraising 5.3 Build new donor relationships and make the financial request for support	6-30-10 6-30-10	Entire Board Dr. Heilman, Robert Feldt, Administrative Committee Dr. Heilman, Board of Trustees