

# **ALLAN HANCOCK COLLEGE FOUNDATION**

## **Strategic Plan 2009-2013**

To align itself with the 2009-13 Allan Hancock College Strategic Plan, the Allan Hancock College Foundation has identified within that college-wide plan, Strategic Direction Three: Resources – the responsible and effective management of institutional resources (human, financial, technology, facility), as the focus for its own strategic plan. Under Strategic Direction Three, Goal 3.2. is Objective 3.2.3: To develop and leverage AHC Foundation resources to support student success. According to the foundation's own mission statement, it broke its response to 3.2.3. into six strategic areas of focus, those being: Community Building, Events, President's Circle, Annual Giving, Major Gifts, and Planned Giving. By those six strategic areas, the following describes specific goals for the foundation, along with an outline of objectives, with activities, outcomes and timelines to be identified for each.

### **Strategic Area One - COMMUNITY BUILDING**

**Goal 1.1 - Establish an internal process in which the college works with the foundation board to build understanding and support for academic programs.**

- Objective 1.1.1 - Increase the foundation board's participation in and knowledge of all academic programs and college services.

**Goal 1.2 - Establish a process in which the foundation will work with the businesses and residents of the Lompoc, Santa Maria, and Santa Ynez Valley's, to build friendships and support for Allan Hancock College.**

- Objective 1.2.1 - Increase response of college to needs of community.

### **Strategic Area Two – EVENTS**

**Goal 2.1 - Activate the foundation's events committee**

- Objective 2.1.1 – Engage event's committee to have oversight/coordination responsibility for all foundation events

**Goal 2.2 - Engage foundation board members in planning and presentation of friend raising events**

- Objective 2.2.1 - Identify two general friend raising events to plan and host annually

**Goal 2.3 - Engage foundation board members in planning and presentation of fund raising events**

- Objective 2.3.1 - Identify fund raising methods to be used to achieve each financial goal set by board

### **Strategic Area Three – PRESIDENT'S CIRCLE**

**Goal 3.1 – Establish annual membership goal for President's Circle**

- Objective 3.1.1 - Identify annual fund raising goal
- Objective 3.1.2 - Improve retention and renewal rates for current members
- Objective 3.1.3 - Develop annual prospect list and solicitation plan

### **Strategic Area Four – ANNUAL GIVING**

**Goal 4.1 - Maintain a priority listing of college funding needs.**

- Objective 4.1.1 - The college president will regularly provide the foundation with this priority listing, which it will then utilize to solicit restricted contributions

**Goal 4.2 - Develop an annual giving campaign that includes current/retired employees, current students/parents, alumni, and the community at large.**

- Objective 4.2.1 - Establish a fund raising goal for the annual campaign

## **Strategic Area Five – MAJOR GIFTS**

**Goal 5.1 - Provide donors the opportunities to recognize, honor, or memorialize a business or individual.**

- Objective 5.1.1 – Identify naming opportunities for all existing and future college facilities

**Goal 5.2 - Maintain a listing of areas/programs of the college that are in need of major funding.**

- Objective 5.2.1 - The college president will regularly provide the foundation with a current listing of areas/programs that are in need of major funding, which it will then utilize to solicit restricted contributions
- Objective 5.2.2 - Identify 3-5 funding areas to pursue annually

## **Strategic Area Six – PLANNED GIVING**

**Goal 6.1 - Host an annual workshop for planned giving professionals.**

- Objective 6.1.1 - Focus of workshop centered on basics elements of planned giving and client advising
- Objective 6.1.2 – Develop a brochure for the general public that explains the basic components of planned giving

**Goal 6.2 - Establish a legacy society to recognize individuals who designate a planned gift for AHC.**

- Objective 6.2.1 – Market planned gifts through the legacy society as a way to contribute to the college