# Oxnard College Foundation

**"Pathways to Excellence"**

Strengthening the Board  Identifying and capturing funding  Implementing a marketing plan

## STRATEGIC ACTION PLAN 2004-2005

### Goal: Strengthening the Board

| OBJECTIVES | RESOURCE | LEAD | START | DUE | OUTCOMES DESIRED | PROGRESS MADE |
|---|---|---|---|---|---|---|
| 1. Increase the number of board members by 25%. Identify Potential members that may be committed, influential, political, knowledgeable, wealthy, managers, fund-raisers and/or talented. | Board members | Membership committee & Bd. President | 09/04 | 05/05 | • Each board member has brought in one additional board member for the nominating committee consideration<br>• Five additional new members have been added to the board. | -Gather1 10 -12 request for Board nominations for consideration<br>-Put 5 recommendations for Board approval<br>-Added Tony Grey and Nita Sanford to Board of Directors |
| 2. Strengthen the board to serve as a fund-raising entity. Educate and inform them of goals and responsibilities at orientation. | Staff | Executive Director & Staff | 02/05 | 06/05 | • Package has been prepared as a resource for board members to use in board member recruitment efforts, gift solicitation, community awareness and public relations.<br>• Board Members have all signed commitment letters | -Re-distribute Board Commitment letters<br>-Collect all needed commitment letters<br>-Distribute Board Responsibility list<br>-Share strategic plan with all Bd. Members<br>- Educated and informed new members at Orientation of goals and responsibilities |
| 3. Develop an alumni data base | College Staff | Staff | 03/05 | 06/05 | • Alumni data base exists in the donor perfect and we have utilized it. | -Procure current and prior list of graduating students<br>-Add list to donor perfect program<br>-List to be developed at OC using graduation mailing list |
| 4. Develop "Friends of the Oxnard College Foundation" list of influential members. | All | Foundation Board members | 09/04 | 06/05 | • Board members have each given several names for inclusion on the "Friends" list.<br>• A list of friends of Oxnard College Foundation exists on donor perfect | -From the current list of Friends list, identify and develop "Elite List" |
| 5. Identify additional committees necessary to carry out Foundation objective | College Pres. Executive Committee | Executive Director | 11/04 | 01/05 | • Committees are actively supporting the mission of the Foundation | -Marketing committee was formed and a Marketing Plan was developed<br>-Under the Budget and Finance Committee a sub-committee has been formed to explore & research investment strategies and monitor investments and recommend investment options<br>-Community Market Oversight Committee developed to oversee hiring of CM Manager and development of rules and regulations |

# Goal: Identifying and Capturing Funding

| OBJECTIVES | RESOURCE | LEAD | START | DUE | OUTCOMES | ACTIVITIES |
|---|---|---|---|---|---|---|
| 1. Implementing an intensive Oxnard College Scholarship Fund-raising Campaign to build a strong legacy fund and endowment. | College Staff<br>Friends of the Foundation | VP of Development<br>Executive Director<br>Community Dev. Specialist | 11/04 | 02/05 | • First phase has been executed – Payroll deduction from OC has been done.<br>• Second phase has been identified | -Yearly Staff Payroll Appeal through payroll deduction<br>-Valentine Scholarship<br>-Annual Campaign- including Accountability Report<br>-Dollar for Dollar Matching Funds |
| 2. Host events and/or meetings for potential donors. (Breakfast with the President, etc.) | N. Gregg<br>C. Owen | College President | 2003 | 02/06 | • Bkfst with the President has continued to Friend raise with a net result adding 4 additional Bd. Members and 10 to the friends list. | Hosted 8 “Breakfast with the President” |
| 3. Develop a list of Potential Donors to be approached by Foundation Board Members. | All | Ex. Dir<br>President<br>All | 11/04 | 06/05 | • A list of 25 potential donors has been developed<br>• One half have been approached | -1st set of 240 names entered into program<br>-2nd set of 500 names<br>-Developed Valentine Scholarships |
| 4 Develop a minimum of 2 additional fundraising initiatives | Foundation staff | VP of Development<br>Committee | 12/04 | 06/05 | • A Committee chaired by the VP of Development has met and has developed and selected two new fundraising initiatives. | Planning a Valentine Fashion Show Dinner with Delta Theta Tau Sorority for Fashion Show Dinner<br>Participate in MOVE Golf Tournament |
| 5. Develop and offer Deferred Planned Giving Opportunities and Estate Planning to board members, community leaders, faculty and staff | All | Ex Director | 01/05 | 06/05 | • Ex Director has explored and set up the college plan giving program.<br>• One plan gift has been set up | -Ongoing Exploration and research<br>-Follow –thru on one entire process<br>-Met with VCCF-Teresa Elenes and Bob England and will share the Charitable Gift & Annuity Program with the Board |
| 6. Develop a comprehensive Marketing Plan for the Foundation | All | Ex Director<br>Committee Chair<br>VP of Development | 01/05 | 06/05 | • Marketing committee chairperson has been selected<br>• Committee has successfully developed a comprehensive Marketing Plan<br>• The Board has approved Marketing Plan | -Develop Marketing Committee<br>-Charter Developed<br>-Board approved Committee Charter<br>-Outline of Marketing Plan developed |

# Goal: Marketing

| OBJECTIVES | RESOURCE | LEAD | START | DUE | OUTCOMES | PROGRESS MADE |
|---|---|---|---|---|---|---|
| 1. Develop and distribute a new Foundation brochures listing accomplishment on behalf of Students and Staff | Student Aide | CD. Specialist | 11/04 | 12/05 | • A brochure has been develop and approved by the board<br>• A second brochure has been developed along other material all housed within a press kit | -Professional brochure has been developed and distributed through all foundation mailings |
| 2. Prepare and submit Foundation related items to news media, College campus newspaper and to Observe | All | Ex Director CD Specialist | 11/04 | 06/05 | • 2 press release have produced media articles<br>• 2 Foundation articles have been printed in the College paper “The Condor” | -Re-establish Re-Entry Center during the upcoming year |
| 3. Sponsor college events which will serve to increase campus visibility of the Foundation. | Foundation Foundation-Staff | Foundation-Staff | 07/04 | 06/05 | • OC Students positive feedback for the Foundation has been received.<br>• The Foundation’s sponsorship has been acknowledged by those benefiting. | • LULAC Student Day at O.C.<br>• Multi-Cultural and Arts Day<br>• Open House Event<br>• Continuation of previously sponsored programs and events, Scholarship Lecture Series include: GEO Bowl, Campus Clean-Up Day, Math/Science Expo, Heart of Gold |
| 4. Develop a quarterly Foundation newsletter. | Foundation-Staff | Ex. Director | 11/04 | 06/05 | • 2 Foundation newsletter has been developed and distributed | • 1st electronic newsletter developed and distributed<br>• OCF serves on Oxnard College Marketing Committee |
| 5. Strengthen Foundation and OC Staff relationship | College Deans | Ex Director CD Specialist | 01/05 | 06/05 | • 2 presentations have been given to OC Staff by the Ex Director the purpose of Why the Foundations exists and What's in it for them.<br>• Positive feedback has been receive from OC staff | • OCF supported and worked on Multi-Cultural Day and was very much appreciated by staff.<br>• Executive Director has met with several Deans to develop rapport and communication channels.<br>• Foundation has stepped in to assist OC with Annual Scholarship Process including re-establishing the Re-Entry Center and distributing 5 scholarships and book loan vouchers |
| 6. Increase Foundation credibility on campus and in the community | Foundation-Staff | Cathy Garnica OCF Marketing | 11/04 | 12/05 | • The Annual Accountability report has been distributed and positive feedback for the Foundation has been received. | • Accountability report includes Foundation information<br>• Tied fundraising campaign with Accountability report<br>• Adopt-A-Computer Program distributed 300 computers to students<br>• Developed Public Relations Policy<br>• Developed the Endowment policy |
| 7. Develop Foundation Website | Foundation staff | Ex Director CD Specialist | 02/05 | 06/05 | • Increase Foundation visibility | -Website is currently under construction, the first 2 pages will be up by October 1, 2005 |