Oxnard College Foundation

2006-2007 Strategic Action

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	07/06	06/07	• Each board member has brought in one additional board member for the nominating committee consideration • Five additional new members have been added to the board.	
2. Strengthen the board to serve as a fund-raising entity. Educate and inform them of goals and responsibilities at orientation.	Staff	Staff	07/06	06/07	• Package has been prepared as a resource for board members to use in board member recruitment efforts, gift solicitation, community awareness and public relations. • Board Members have all signed commitment letters	
3. Develop an alumni data base	College Staff	Staff	07/06	06/07	• Alumni data base exists in the donor perfect and we have utilized it.	-Procure current and prior list of graduating students -Add list to donor perfect program -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	07/06	06/07	• Board members have each given several names for inclusion on the “Friends” list. • A list of friends of Oxnard College Foundation exists on donor perfect	-Current list of Friends list
5. Identify additional committees necessary to carry out Foundation objective	College Pres. Executive Committee	Executive Committee	07/06	06/07	• Committees need to actively support the mission of the Foundation	-Marketing committee, Budget and Finance Committee and Community Market Oversight Committee had bee formed in 2005. Need to re-establish all committees

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.	OCF Board College Staff Friends of the Foundation	VP of Development & Executive Committee	07/06	06/07	• Ongoing Payroll deduction from OC	-Yearly Staff Payroll Appeal through payroll deduction -Valentine Scholarship -Dollar for Dollar Matching Funds
2. Host events and/or meetings for potential donors.	OC President & OCF Brd	College President	07/06	06/07		
3. Develop a list of Potential Donors to be approached by Foundation Board Members.	All	OC President & OCF Board	07/06	06/07		
4 Develop a minimum of 2 additional fundraising initiatives	All	VP of Development Committee	07/06	06/07		
5. Develop and offer Deferred Planned Giving Opportunities and Estate Planning to board members, community leaders, faculty and staff	All	Defferred Giving Committee	07/06	06/07		

Goal: Marketing & Project Funding

OBJECTIVES	RESOURCE	LEAD	START	DUE	OUTCOMES	PROGRESS MADE
1. Implement "The Oxnard College Scholars Program"	All	Community Development Specialist	07/06	06/07	• Brochure developed and distributed to the six high schools feeding O.C. • Objective is to raise the quality of students to the above 3.0 range • Improve the image of Oxnard College • Use Scholar Program as outreach for the recruitment of students • Maintain continuing students at OC • Improve the Graduation Rate • Improve the Transfer Rate	• 60 Students identified by high school principles to attend as an OC Scholar, giving student full ride funding for two years. • A maximum commitment of $150,000 for the two year program for the 60 students.
2. Continue Oxnard College Foundation Scholarship Directory with Policies and Procedures	Scholarship Committee, OC faculty, staff and students	Community Development Specialist	07/06	06/07	• Continuation of creating OCF Scholarship Directory • Continuation of creating OCF/OC Scholarship Program for Scholarship Awards Luncheon • Continuation of creating OCF/OC Script for Master of Ceremonies for Scholarship Awards Luncheon	• Continuation of previously sponsored funding $ for $ matching funds for all new incoming scholarship funds.
3. Continue Oxnard College Foundation Scholarship Selection Process	Scholarship Committee	Scholarship Committee	07/06	06/07	• Continuation of identifying and awarding recipients OCF Scholarships through the OCF Scholarship Selection Process	• Awarding scholarship recipients at Scholarship Awards Luncheon
4. Organized and sponsored college events which will serve to increase visibility of the Foundation.	OCF Board, OC Faculty, Staff, Students, Trustees	Community Development Specialist	07/06	06/07	• Continuation of 7th Annual Campus Clean-up Day, Sponsored by OCF.	• Continues to be a well received event by entire campus, a hotdog lunch is offered in cafeteria after the cleaning is complete. • Continuation of previously other sponsored programs and events, Scholars Lecture Series, GEO Bowl, Math/Science Expo, Heart of Gold, OC Library Book Loan Program
5. Increase Foundation credibility on campus and in the community	OCF Board & Staff	Community Development Specialist	07/06	06/07		• Adopt-A-Computer Program distributed 600 computers to students
6. Develop Foundation Website	Foundation staff	Community Development Specialist	07/06	06/07	• Increase Foundation visibility	• Full Oxnard College Website is under construction for upgrades