

Los Angeles harbor college foundation

Strategic plan, 2008 – 2016

MISSION STATEMENT

The Los Angeles Harbor College Foundation's mission is to raise and manage funds that contribute to access, excellence and learning. The Foundation will be a good steward of its assets. The Foundation is a key campus partner for individuals, corporations and foundations.

GOAL I

Enhance financial support to the campus

Promote participation in fund raising efforts and increase both the number and level of scholarships and other student assistance.

1.1 Develop a fund raising plan in conjunction with fundraising Goals and increase donor base for continuous revenue stream.

1. Review professional fundraising consultant recommendations
2. Revisit lists of past, current and potential donors
3. Work with college grant writer to review private and public foundation requirements and deadlines
4. Recognition of donor activity

GOAL 2

ENHANCE COMMUNICATIONS TO STRENGTHEN TRUST AND LOYALTY

Promote participation, support and loyalty from a broader network of partners.

2.1 Establish a PR Plan

1. Tactic 1 – Internal

- 1. Faculty and Staff – encourage and challenge faculty and staff involvement by sharing amongst networking organizations**
- 2. Students and Alumni**

2. Tactic 2 – External

- 1. Community at large, outside funding agencies**
- 2. Build and nurture new and existing relationships**
- 3. Learn and share mutual objectives with CEO's, CFO's and COO's**

2.2 Revise collateral materials – focus on “deeds” rather than “needs”

1. Brochure

2. Annual Report

- 1. Provide facts and figures**
- 2. Elevator speech**
- 3. Compelling case statements**
- 4. Naming opportunities**
- 5. List of needed items**

GOAL 3

STRENGTHEN ADMINISTRATIVE MANAGEMENT AND ACCOUNTING ABILITIES

Review organizational structure and fund raising capabilities.

3.1 Determine and implement organizational structure

- 1. Fund full time director position**
- 2. Obtain additional staffing**
- 3. Staff training**
- 4. Explore fund-raising software and other management tools**

3.2 Oversee fiscal stewardship

- 1. Develop ability to have a forecasting budget for the next 5 years**
- 2. Review Investment Policy annually**
- 3. Review financial position annually**

GOAL 4

IMPROVE GOVERNANCE AND BOARD MEMBERSHIP

- 4.1 Formalize Board development and training**
 - 1. Orientation program for new Board members**
 - 2. Ongoing training for all Board members -- Provide facts and figures**
 - 3. Annual Board assessment and achievement of goals**

- 4.2 Expand Board -- Solicit members in diverse fields in keeping with Board's goals and objectives**

- 4.3 Review Board structure and committees annually**

Approved as of 1/29/2008