

| The mission of the Academic Senate Foundation for California Community Colleges is to enhance the excellence of the California community colleges by sustained support for professional development of the faculty in the furtherance of effective teaching and learning practices. |   |                   |                          |   |
|---|---|-------------------|--------------------------|---|
| <b>Goal 1: Financial Solvency: Manage its funds responsibly to ensure continued support for on-going charitable activities and to ensure adequate funding is available for additional grant requests and new projects that fall within the scope of the Foundation mission.</b>     |   |                   |                          |   |
| <b>Objective 1.1: Increase total revenue of the Foundation</b>  |   |                   |                          |   |
| Strategies  | Actions   | Party Responsible | Recommended Timeline     | Status Update                                   |
| Diversify revenue across sources that minimize reliance on any single source of revenue   | <ul style="list-style-type: none"> <li>• Evaluate current fundraising activities</li> <li>• Identify local, state, federal, and private grant opportunities to fund appropriate projects</li> <li>• Develop three-year fundraising plan</li> <li>• Expand the PDC</li> <li>• Expand research capacity to support the ASCCC</li> </ul> | Board members     | Ongoing                  | In Progress                                     |
|   |   |                   | 2016 -19                 | In Progress                                     |
|   |   |                   | Fall 2016                | Completed                                       |
|   |   |                   | 2016-19                  | In Progress                                     |
|   |   |                   | 2016 -19                 | In Progress                                     |
| Grow donations  | <ul style="list-style-type: none"> <li>• Develop flexible and innovative giving opportunities that attract a wider range of donors</li> <li>• Set annual fundraising goal</li> <li>• Increase the number of individuals</li> </ul>  | Board members     | 2016 – 2019              | In Progress                                     |
|   | <ul style="list-style-type: none"> <li>making monthly donations</li> <li>• Establish a policy that all current Foundation and Executive Committee members participate in the ongoing monthly donation program</li> </ul>  |                   | Spring 2017<br>Fall 2016 | In progress/<br>Not<br>complete:<br>Voted down. |

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| <b>Goal 2: Internal Structure: Ensure the Foundation is managed well and organized with clear roles and responsibilities for each Director.</b> |  |  |                            |   |
| <b>Objective 2.1: Invest in capacity-building steps to improve our ability to raise money</b>   |  |  |                            |   |
| Invest in the development of its personnel (board members, volunteers, and staff)   | <ul style="list-style-type: none"> <li>•Identify resources to develop the capabilities of the Board of Director to lead major donor fundraising efforts such as professional organizations and trainings</li> <li>•Specify projects and clearly define roles of each director assigned to the project</li> <li>•Hold annual Board retreat and training.</li> </ul> | Executive Director                         | Spring 2017<br>2016 – 19   | In progress/<br>First retreat held in January 2017. |
| Invest in staff to support the Board of Directors   | <ul style="list-style-type: none"> <li>•Create job description for associate director</li> <li>•Hire dedicated professional staff to support the organization’s fundraising efforts</li> </ul>   | Executive Director                         | Fall 2016                  | Completed   |
| Emphasize long-term relationships in all efforts to raise funds   | <ul style="list-style-type: none"> <li>•Increase the number of Directors</li> <li>•Develop recognition of donors – dinners, gift baskets, lunch tables at</li> </ul>   | ASCCC Executive Committee<br>Board Members | Spring 2016<br>2016 - 2019 | Completed<br>Ongoing                                |
|   | event, etc.  |  |                            |   |
| Enhance awareness of the Foundation activities through increased public relations including the development of a communication plan.            | <ul style="list-style-type: none"> <li>•Create a marketing strategy including branding the Foundation and many of its activities</li> <li>•Create a communication plan</li> </ul>  | Executive Director<br>and Staff            | Fall 2016<br>Spring 2017   | Completed<br>Ongoing                                |
| <b>Goal 3: Charitable Activities: Continue to fund activities that support the Foundation mission.</b>  |  |  |                            |   |
| <b>Objective: Increase engagement with current and prospective donors and fund establishers</b>   |  |  |                            |   |

|  |  |               |           |             |
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| Engage target constituents in activities that increase the effectiveness of their giving, including greater access to community knowledge and grant-making opportunities | •Explore Foundation membership opportunities including possible benefits | Board Members | Fall 2018 | In Progress |
|--|--|---------------|-----------|-------------|