

ASFCCC Strategic Plan

2016-2019

APPROVED BY ASFCCC BOARD AUGUST 28, 2019

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.

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

Objective 1.1: Increase total revenue of the Foundation

Strategies	Objectives	Responsible Party	Recommended Timeline	Status Update
Diversify revenue across sources that minimize reliance on any single source of revenue	• Evaluate current fundraising activities	Board members	Ongoing	In progress
	• Identify local, state, federal, and private grant opportunities to fund appropriate projects		2016 -19	In progress
	• Develop three-year fundraising plan		Fall 2016	Completed
	• Expand the PDC		2016-19	In Progress
	• Expand research capacity to support the ASCCC		2016 -19	In Progress
Grow donations	• Develop flexible and innovative giving opportunities that attract a wider range of donors	Board members	2016 -19	In progress
	• Set annual fundraising goal		Fall 2016	Completed
	• Increase the number of individuals making monthly donations		Spring 2017	In progress/
	• Establish a policy that all current Foundation and Executive Committee members participate in the ongoing monthly donation program		Fall 2016	Not complete: Voted down

Goal 2: Internal Structure: Ensure the Foundation is managed well and organized with clear roles and responsibilities for each Director.

Objective 2.1: Invest in capacity-building steps to improve our ability to raise money

Strategies	Objectives	Responsible Party	Recommended Timeline	Status Update
Invest in the development of its personnel (board members, volunteers, and staff)	<ul style="list-style-type: none"> Identify resources to develop the capabilities of the Board of Director to lead major donor fundraising efforts such as professional organizations and trainings Specify projects and clearly define roles of each director assigned to the project Hold annual Board retreat and training. 	Executive Director	Spring 2017 2016 – 19	In progress/ First retreat held in January 2017.
Invest in staff to support the Board of Directors	<ul style="list-style-type: none"> Create job description for associate director Hire dedicated professional staff to support the organization’s fundraising efforts 	Executive Director	Fall 2016	Completed
Emphasize long-term relationships in all efforts to raise funds	<ul style="list-style-type: none"> Increase the number of Directors Develop recognition of donors – dinners, gift baskets, lunch tables at event, etc. 	ASCCC Executive Committee Board Members	Spring 2016 2016 - 2019	Completed Ongoing
Enhance awareness of the Foundation activities through increased public relations including the development of a communication plan.	<ul style="list-style-type: none"> Create a marketing strategy including branding the Foundation and many of its activities Create a communication plan 	Executive Director and Staff	Fall 2016 Spring 2017	Completed Ongoing

Goal 3: Charitable Activities: Continue to fund activities that support the Foundation mission

Objective: Objective: Increase engagement with current and prospective donors and fund establishers

Strategies	Objectives	Responsible Party	Recommended Timeline	Status Update
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

Objective 2.2: Manage its funds responsibly to ensure continued support for on-going activities that fall within the scope of the Foundation mission.

Strategies	Objectives	Responsible Party	Recommended Timeline	Status Update
Determine feasibility of expanded Foundation donor or membership programs	Evaluate impact on existing staff and board members	Board members	2019-2022	
Determine feasibility of expanded Foundation donor or membership programs	Evaluate staffing needs of an expanded donor program versus projected staffing costs	Board members	2019-2022	