

ASFCCC Strategic Plan

2019-2022

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: Charitable Activities: Continue to fund activities that support 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	Board members	Ongoing	In progress
Diversify revenue across sources that minimize reliance on any single source of revenue	Develop three-year fundraising plan	Board members	Fall 2019	
Grow donations	Develop flexible and innovative	Board members	2019-2022	In progress
Grow donations	Set annual fundraising goal	Board members	2019-2022	Ongoing
Grow donations	Annually increase the number of individuals making monthly donations	Board members	2019-2022	Ongoing

Objective 1.2: Increase impact of efforts to support Foundation mission

Strategies	Objectives	Responsible Party	Recommended Timeline	Status Update
Increase number of faculty benefitting from professional development opportunities made possible by ASFCCC scholarships	Identify events and number of scholarships possible annually, considering strategies for maximizing participation with the funds available	Board members	2019-2022	
Increase number of events for which scholarships are available	Include partner events with an emphasis on serving diverse populations	Board members	2019-2022	
Establish networking opportunities between scholarships award winners, ASFCCC Board members, and ASCCC Executive Committee members at each event	Identify means of connecting: reserved table at ASCCC events, lunch or dinner meet-ups at partner events	Board members	2019-2022	

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 the Foundation’s ability to raise money

Strategies	Objectives	Responsible Party	Recommended Timeline	Status Update
Invest in the development of its personnel (board members, volunteers, and staff)	Identify resources to develop the capabilities of the Board of Directors to lead major donor fundraising efforts such as professional organizations and trainings.	Executive Director	Spring 2019	
Invest in the development of its personnel (board members, volunteers, and staff)	Specify projects and clearly define roles of each director assigned to the project.	Executive Director	2019-2022	
Invest in the development of its personnel (board members, volunteers, and staff)	Hold annual Board retreat and training.		2019-2022	
Invest in staff to support the Board of Directors	Determine the feasibility of hiring dedicated professional staff to support the organization’s fundraising efforts	Executive Director	2019-2022	
Invest in staff to support the Board of Directors	Hire dedicated professional staff if determined feasible	Executive Director	2019-2022	
Emphasize long-term relationships in all efforts to raise funds	Recognize donors – note cards, website recognition, lunch tables at event, etc.	Board members	2019-2022	
Emphasize long-term relationships in all efforts to raise funds	Establish networking opportunities between scholarships award winners, ASFCCC Board members, and ASCCC Executive Committee members at each event	Board members	2019-2022	
Enhance awareness of the Foundation activities through increased public relations	Increase information distributed to the field via newsletters and announcements	Executive Director, ASFCCC President, and Staff	2019-2022	
Enhance awareness of the Foundation activities through increased public relations	Encourage scholarship award winners to co-write Rostrum articles or co-present at ASCCC events	Executive Director, ASFCCC President, ASCCC Event Chairs	2019-2022	

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	