

College Advancement Initiatives and Tactics Update 2-23-2011

Goal 3.1: Increase external foundation contributions to \$1 million annually.

Strategy 3.1.A. Establish and utilize a comprehensive alumni database to increase contacts and support.

Year 1 Initiative: After reviewing and selecting an alumni database vendor, work with consultants to build alumni website and develop a plan to contact and maintain dialogue with alumni.

Tactics (Your to-do list)	Responsible Personnel	Timelines or Due Dates	Deliverable
Website design & development	Jennie McCue, Mike Martinez, Amy Wheeler, <u>Foundation Director</u>	June 2011	Website launch
Database development, work with <u>Sunguard Consultant</u> to scrub data and provide database management tools	Jennie McCue, Amy Wheeler, Mike Martinez	Begins January 2011 Ongoing	Website launch
Importing database info into iModules	Jennie McCue, Amy Wheeler, Mark Schiffelbein	January 2011 <u>Completed</u>	Import of current database into iModules
Social networking to build Alumni	Jennie McCue, Amy Wheeler	Begins January 2011 Ongoing	Facebook, <u>LinkedIn, iModules</u> launch
Research and hire experienced foundation and alumni consultant to assist in developing an alumni marketing plan	Tod Burnett, Jennie McCue, Amy Wheeler	February 2011 <u>TBD</u>	Hire a consultant
Develop an alumni marketing and communications plan	Jennie McCue, Amy Wheeler	Summer 2011	Written Alumni communication plan

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Additional Feedback:

- ✚ Shouldn't we have more than one person responsible for this initiative?

Goal 3.1: Increase external foundation contributions to \$1 million annually.

Strategy 3.1.B. Expand business, community, and individual partnerships to increase financial contributions.

Year 1 Initiative #1: Identify the target groups (as well as current contributors) and their interests.

Tactics (Your to-do list)	Responsible Personnel	Timelines or Due Dates	Deliverable
Find advertising venues on campus and establish rates	Jennie McCue	June 2011	List of advertising venues on campus and established rates
Visit new local businesses weekly to develop relationships	Foundation Director, College President, and Foundation Board President	Ongoing	Report of outreach visits
Establish a Campus Foundation Committee	Foundation Director or designee	November 2010 TBD	Committee meetings
Identify current contributors	Foundation Director or designee	November 2010 TBD	List of current foundation contributors
Develop plan to identify target groups for college	Campus Foundation Committee	June 2011 TBD	Plan identifying target groups

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Additional Feedback:

- ✚ Shouldn't names be assigned as responsible personnel?
- ✚

Year 1 Initiative #2: Develop Foundation infrastructure to improve effectiveness and efficiency.

Tactics (Your to-do list)	Responsible Personnel	Timelines or Due Dates	Deliverable
Create a new, more visible foundation office/alumni house.	Foundation Director	May 2012	<u>Relocation of Foundation Office</u>
Implement/Operationalize Create a long-term plan based on the recommendations contained in the "Assessment Review" report produced by the Magellan Group	Foundation Director	<u>May 2010</u>	<u>The plan</u>
Year 2+ Initiative(s) - Implement/Operationalize recommendations according to the long-term plan	<u>Foundation Director/Office</u>	<u>TBD</u>	<u>TBD</u>

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Goal 3.1: Increase external foundation contributions to \$1 million annually.

Strategy 3.1.C. Strengthen planned giving.

Year 1 Initiative: Develop an on and off campus Planned Giving Information campaign.

Tactics (Your to-do list)	Responsible Personnel	Timelines or Due Dates	Deliverable
Review what currently exists in terms of planned giving and develop a report	Foundation Director or designee	June 2011 <u>TBD</u>	Report of current contributors
Develop a relationship with a financial advisor	Foundation Director or designee	June 2011 <u>TBD</u>	Report: Set targets for second, and third year based on report and recommendation from financial advisor

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Goal 3.4: Improve the efficiency of college-wide communications and marketing strategies through a centralized system.

Strategy 3.4.A. Enhance communication with students and faculty to include the latest technology.

Year 1 Initiative: Integrate new technology into the marketing plan.

Tactics (Your to-do list)	Responsible Personnel	Timelines or Due Dates	Deliverable
Reintroduce the guidelines for communication with students	Jennie McCue	January 2011 <u>Completed</u>	Published guidelines
Integrate the communication and technology into the college marketing plan	Marketing Department	October 2010 <u>Completed</u>	Marketing plan
Identify current technology	Marketing Committee	Ongoing <u>Completed</u>	List of current technology <u>in the plan.</u>

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Goal 3.4: Improve the efficiency of college-wide communications and marketing strategies through a centralized system.

Strategy 3.4.B. Develop and implement a plan that integrates marketing and public relations into the larger college community.

Year 1 Initiative: Develop the plan.

Tactics (Your to-do list)	Responsible Personnel	Timelines or Due Dates	Deliverable
Creation of a marketing plan	Jennie McCue and Marketing Committee	June 2011 <u>Completed</u>	Marketing plan

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Goal 3.4: Improve the efficiency of college-wide communications and marketing strategies through a centralized system.

Strategy 3.4.C. Create an innovative Visitor's Center.

Year 1 Initiative: Survey (or research) local college/university visitors' centers.

<i>Tactics (Your to-do list)</i>	Responsible Personnel	Timelines or Due Dates	Deliverable
Conduct research of colleges and universities	Ana Maria Cobos and Leslie Humphrey	June 2011	Report based on research and produce a recommendation for year 2 and 3
Research on campus functions that would integrate into Visitor's Center	Leslie Humphrey and Nicole Ortega	June 2011	Report based on research and produce a recommendation for year 2 and 3

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Goal 3.4: Improve the efficiency of college-wide communications and marketing strategies through a centralized system.

Strategy 3.4.D. Develop and implement a campaign to increase the number of high school employees that would recommend Saddleback College.

Year 1 Initiative: Survey high school employees

<i>Tactics (Your to-do list)</i>	Responsible Personnel	Timelines or Due Dates	Deliverable
Research and contract with consultant to develop survey	Jennie McCue and Amy Wheeler	October 2010 <u>Pending funding</u>	Contract with consultant
Develop a survey	Jennie McCue, Leslie Humphrey, Amy Wheeler, Nicole Ortega, and Consultant	January 2011 <u>TBD</u>	Survey questions completed
Approach appropriate district/schools for approval	Leslie Humphrey or Consultant	January 2011 <u>TBD</u>	List of district responses
Deploy survey	Leslie Humphrey or Consultant	January 2011 <u>TBD</u>	Completed survey
Analyze data from research and develop goals for plan	Marketing and Outreach Committees, and Consultant	June 2011 <u>TBD</u>	Plan

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