

CCC Foundation Board of Ed Annual Update: Progress on 3-Year Strategic Plan



MOVING STUDENTS FORWARD



Strategic Plan Summary

- Plan timeline May 2023 - June 2026
- All Foundation activities serve three objectives:
 1. *Establish processes that promote a culture of goal setting, measurement and evaluation*
 1. *Test drive new fundraising, communication and operational strategies that center student success, and emphasize community connection*
 1. *Realign CCCF staff, Board and internal partners to mission and strategic priorities*

Progress Report - Year 1 Priorities

Priority: Scholarship Program Assessment and Adjustment

- Amended job description for focus on data analysis
- Developed a new scoring rubric and selection processes for more strategic and equitable fund distribution.
- Evaluated new application software services and selected new servicer for student and staff ease. New application will launch August 1.
- Modified application processes and associated resources. Continuously improving relationship between Foundation and Financial Aid.
- Distributed over \$1,000,000 in scholarships for the first time in 2023-24.

Progress Report - Year 1 Priorities

Priority: Hiring and Reorganization

- Achieved full staffing levels and adjusted job descriptions to clarify scope of work. The CCC Foundation is a team of six:
 1. Executive Director
 2. Director of College Advancement
 3. Advancement Officer
 4. Scholarship & Student Success Analyst
 5. College Advancement Administrative Coordinator
 6. Foundation Coordinator & Database Manager
- Evaluated the need for an Events Coordinator, considering a shift in position with communications and grants responsibilities.

Progress Report - Year 1 Priorities

Priority: Revise the Fundraising and Events Calendar

- Witnessed growth in revenue from Rise Up luncheon. Support of basic needs is resonating with donors.
- Catered event offerings to a variety of donors and brought back donor stewardship events.
- Re-energized staff drive and established a giving day. Focused on building out annual giving program.
- Raised \$995,000 in FY 2023. \$150,000 came in December 2023 as a result of year-end appeal and renewed scholarship commitments.

Looking Ahead - Year 2 Priorities

Priority: Continue Scholarship Program Improvements

- Focus on data and establishing metrics to monitor and report to donors.
- Examine and assess the high school scholarship program. Plans to reformat.
- Establish a general scholarship fund with a focus on access and fewer restrictions.
- Conduct outreach and help students see themselves as scholarship recipients.
- Implement donor stewardship functions in the new system to connect donors and recipients.

Looking Ahead - Year 2 Priorities

Priority: Further Develop Donor Portfolio and Cultivation Strategy

- Establish database processes and communication workflows to improve relationships with donors.
- Segment donors for targeted outreach. Encourage affinity giving.
- Perform database cleanup and better manage prospects.
- Automate where we can.
- Develop a donor portal and implement electronic acknowledgements.
- Focus on impact reports for scholarships, programs, and student resources.

Looking Ahead - Year 2 Priorities

Priority: Develop Department Relationships for Fundraising and Community Connections

- Train staff for the Cougar Community Campaign with a focus on program support.
- Create an intranet page on myClackamas, linked to the ticketing system so staff can request fundraising support.
- Map college-wide relationships with the Foundation as managers of data.
- Attend department meetings to further educate staff and faculty on support available through the Foundation.

Looking Ahead - Year 2 Priorities

Priority: Focus on Planned Giving and Stewarding Heritage Society

- Organize events with a financial planning focus to identify prospects.
- Engage with current Heritage Society members and use stories to tell history of the college.
- Fundraising staff to pursue professional development on processing realized estate gifts.
- Develop strategies to approach potential prospects in the community.

Questions?

MINI-GOLF **4** MINI-GRANTS

Tickets
\$25/person,
under 10 free

THURSDAY, JULY 18 | 4-5:30 pm

Aerie at Eagle Landing | Happy Valley, OR

Join us for a fun-filled afternoon of mini-golf to help fund our mini-grants program that supports the innovative projects of CCC staff and faculty.

Questions? Contact the Foundation
at foundation@clackamas.edu

*For registration &
sponsorship scan
the QR code below.*

