

Resource Development, Scholarships and Alumni Relations

During the Summer of 2016, the Foundation office was reorganized to ensure its future success. A new plan was implemented.

Under the current structure it is very difficult for the Foundation to raise unrestricted funding to support its daily operations and to build a strong enough fund balance to provide the base funding required to sustain those operations. The below supports a plan that will allow the Foundation to build an unrestricted fund balance of approximately \$900,000 over the next five-year period, and show a net income of nearly \$50,000 per year beginning in year six (2020-21). This plan would be further strengthened by enhancing fundraising activities, increasing endowed accounts, and revising investment strategy parameters.

In consideration of the financial strength of the office the following assumptions were made:

- Growth of revenue is 5% in each of the next 6 years
- Growth in operating costs of 2% in each of the next 6 years
- The Advancement and Foundation Office will achieve full self-sufficiency in the sixth year (2020-21) with the exception of the salary and benefits of the Executive Director
- The salaries and benefits of the office staff, after reorganization, will be stair-stepped as follows:
 - 100% absorbed by the District in 2015-16 and 2016-17
 - 75% absorbed by the District in 2017-18
 - 50% absorbed by the District in 2018-19
 - 25% absorbed by the District in 2019-20
 - Fully absorbed by the Foundation in 2020-21
 - The Salary and Benefits of the Executive Director will remain with the District

I. Foundation Development

A. Annual Fund – Increase giving to annual fund by 5%

- i. President's Circle
- ii. End of Year Mailing (Nov)
- iii. Spring mailing (May)
- iv. Employee/Retiree giving

B. Corporate Gifts –

- i. Steward existing key partnerships.
- ii. Expand additional corporate partners by 2-4 major organizations.
- iii. Focus on partnerships with new Airframe Technology B.S. program.

C. Major Gifts –

- i. Identify prospect management of between 5 and 10 donors.
- ii. Partner with community leaders and Board of Directors to develop naming opportunities.
- iii. Increase endowments by 5 percent.

D. Planned gifts –

- i. Implement Crescendo Web site and accompanying marketing pieces.
- ii. Continue planned giving training for Foundation staff.
- iii. Add at least one estate attorney to Foundation Board of Directors by 2015-16. Hold campus events for estate attorneys to explain availability of planned giving options at AVC.

E. External Foundation Grants –

- i. Use Foundation Center Directory Online database to identify increased grant opportunities.

F. Investment Strategy –

- i. Update investment strategy to better align with current industry practices

G. Advancement Services –

- i. Revise budget procedures to comply with audit requirements.
- ii. Update bylaws, policies and procedures to ensure compliance.
- iii. Identify preferred metrics to measure transactions made and support to the district.

II. Scholarships

- A. Increase gifts by 5%.
- B. Steward scholarship donations and continue to strengthen donor relations.
- C. Increase funding for operational program costs, such as the convocation.

III. Alumni Relations

A. Data –

- i. Harris Connect – Move forward with Alumni Data Project. Digital records for approximately 44,000 alumni from between Fall 1999 through Spring 2011 available to merge into DPO through Harris Connect. Create marketing strategy to use new alumni records. Consult with admissions office to check if additional graduate data available since 2011.

- B. Communication –
 - i. Create Alumni Web site by Winter 2016.
 - ii. Focus on specific messaging for alumni through social media and the E-newsletter.

 - D. Begin an AVC Nursing Alumni Association –
 - i. Send e-mail or hardcopy mail survey in Fall 2016; cull information on returns to identify and implement volunteer leadership.
 - iii. Generate Web presence for AVC Nursing Alumni Association by Fall 2016.

 - E. Continue to implement Achievement Award Dinner once every five years.

 - F. Begin discussions with Professor Vento and AVC honors students for establishment of a Student Alumni Association.
-