

**FIRST FOLLOW-UP REPORT:  
A RECORD OF PRESIDENTIAL APPROVAL  
TO TASK FORCE RECOMMENDATIONS FOR  
HCC Foundation, 6/19/07**

With input from the Cabinet, the President makes final approval of program review recommendations. This report articulates those decisions. Approval of task force recommendations requiring funds beyond the base budget of the reviewed unit is not tantamount to receipt of additional funds. Those funding requests must be channeled through the institutional budget process. Nonetheless, special consideration will be given to requests stemming from program review recommendations.

A progress report toward implementation of recommendations must be drafted one year following completion of the task force report by the chairperson. The report will be sent electronically to the Executive Director of Strategic Planning & Analysis for college-wide distribution and archiving. Recommendations not achieved within a year are to become "objectives" in the corresponding unit plan to ensure a continued focus on their achievement.

The President accepts the recommendations of the task force as identified below.

**Recommendations**

**Foundation Function and Structure**

1. Identify HCC "raise the bar" funding opportunities and prioritize College needs that appeal to donors.
2. Focus solicitations and utilize state match funds to increase Foundation endowment permanent gifts whose earnings may be utilized for scholarships and other college priorities).
3. Increase solicitations for planned gifts and major donations from individuals, corporations and foundations.
4. Identify more successful ways to motivate and recognize donors, i.e. develop donation packages, identify levels for giving recognitions, etc.
5. Maximize "friend raising" and minimize staff resources for improved return on investment in planning events.
6. Involve Foundation Board in development and review of Unit Plans and longer term planning.
7. Engage Foundation Directors and other key constituents in identifying and cultivating prospects; and soliciting sponsorships and major gifts.
8. Increase staffing in order to have sufficient and appropriate support for carrying out enhanced fundraising efforts and a capital campaign.
9. Increase the dollar value of the foundation endowment.
10. Identify a select group of peer institutions (3-5) and collect net asset values for benchmarking.

**Support Offered to Foundation**

11. Improve communication and offer educational sessions to internal staff to increase their understanding of: how the Foundation can benefit them (mini-grants, charitable gift deductions, estate gifts, etc.); the Foundation's mission, policies, procedures and operations; and ways they can support the Foundation (identify suitable projects; identify and cultivate prospective donors interested in supporting their projects, etc.).

12. Increase marketing and promotion to the Tampa Bay community in order to raise the positive image of the College, celebrate successes and identify needs and future direction.
13. Re-invigorate the HCC Alumni Association, initiate an HCC Retired Faculty and Staff organization and utilize community volunteers to assist in understanding how the Foundation can benefit them as individuals, the Foundation's role and function of supporting the College and its students and how they can assist the Foundation.
14. Explore avenues to appropriately involve the Foundation Board in development and/or approbation of the unit plan.
15. Increase the number of donors to the internal campaign.

### **Capital Campaign**

16. Increase marketing and awareness campaign in community prior to announcing Capital Campaign.
17. Work with senior management to prioritize HCC long-term priorities and "raise the bar" projects that may appeal to private donors.
18. Educate HCC administrators, staff and faculty; HCC Directors and Trustees, and community leaders regarding the identification and cultivation of prospective donors; and how to solicit gifts.
19. Engage outside counsel to assist with planning for and conducting Capital Campaign.
20. Identify a major focus of fundraising that will have a significant impact on the institution. It is suggested that this include an examination of the prioritized list of college objectives for 2007-2009