

Unit Mission: The Hillsborough Community College Foundation, Inc. is operated to receive, hold, invest and administer property and to make expenditures for the benefit of HCC. The HCC Foundation raises private funds to support the operations, programs and mission of HCC. Primary outcomes include scholarships for HCC students, support for HCC programs and operations and Endowments (permanent funds whose earnings are utilized for scholarships and support).

Planning Facilitator(s): Adrienne Garcia

Unit Planning Process:

The Foundation Executive Director reports to the HCC President. The 24-member HCC Foundation Board includes community volunteers serving 3-year terms and a Presidential Liaison appointed by the HCC President and a BOT Liaison appointed by the BOT. The Board; Executive Committee; and Finance, Development and Scholarship Committees oversee the Foundation operations and provide guidance, set policy and approve the annual budget.

External Trends:

Trend or Event

Impact

Beginning 2 years ago, the 30-year+ HCC Foundation is more pro-active in soliciting private funds. HCC has a positive image in the Tampa Bay community. The US and FL economies are in a modest recovery and stock market has improved. Strong state match prog

Constituent Needs:

Potential donors need to be aware of opportunities to invest in HCC. HCC faculty and administrators need to systematically identify and prioritize needs that require private support. Donors need to be recognized and thanked more publicly by the institution.

Unit Objective: 1. Increase private donations

Objective Type: Information/Com. Technology Facilities Diversity

Target date: 6/30/2005 Position responsible: A. Garcia

This unit objective supports achievement of the following:

College Goal: 6. Continuously improve programs and services while aggressively seeking and effectively managing human, financial, physical, and technological resources.

State Performance Standard: None at this time. Development by the State is pending.

Priority Initiative:

Review Recommendation:

Total cost to achieve this objective: \$0

Cost exceeds unit base budget:

| | | | |
|--------------------|-----|--------------------------|-----|
| Full-time salaries | \$0 | Professional development | \$0 |
| Part-time salaries | \$0 | Capital costs | \$0 |
| Hourly salaries | \$0 | Expenses | \$0 |
| Contract salaries | \$0 | | |

Describe costs:

Strategies:

- Conduct campaigns - Internal (Cabinet, Administrators, Faculty and Staff) and December Mail Appeal to community
- Identify prospects for major gifts (vendors, Foundation BOD, BOT, past and lapsed donors)
- Initiate capital campaigns in Plant City (technology enhancement for Trinkle Center) and South County (Performing Arts Center)
- Develop case statement for Plant City technology enhancement
- Develop a case statement for South County Performing Arts Center

**Expected Outcomes/
Success Criteria:**

Means of Assessment:

Results of Assessment:

| | | |
|--|---|--|
| Increase donations by 10% from prior year by 6/30/05 | Year-end financial statement | FY '03-04 \$367K to FY 04-05 \$643K = 75% increase |
| Increase the number of donors to Internal and External/December campaigns | Donor gift reports | 03-04 451 to 04-05 431 = 4% decrease, however total gift amount and average gift size increased. |
| Increase the number of prospects identified by Directors and Cabinet | Mailing and invitations, donor gift reports | unable to determine |
| Select a campaign steering committee for Plant City | Meeting minutes | Established |
| Select a campaign steering committee for South County | Meeting minutes | In progress |
| Increase in-kind donations (record with financial statements) | Financial statements | unable to determine, many non-cash donations do not have accurate market value |
| Record gifts in Blackbaud and utilize reports to view trends and identify prospects to upgrade gifts | Blackbaud reports | in progress |
| Develop donor recognition system and naming opportunities by 6/30/06 | | Completed for PC Campaign; in progress for District |

Status: Accomplished

Use of Assessment

Successful fundraising outcomes will assist us to set higher goals for future (particularly donations and events). Less successful outcomes will create opportunity to revisit strategies for effectiveness and perhaps, find new ways to achieve success.

Results:

Unit Objective: 2. Continue and enhance fundraising events

Objective Type: Information/Com. Technology Facilities Diversity

Target date: 6/30/2005 Position responsible: A. Garcia

This unit objective supports achievement of the following:

College Goal: 6. Continuously improve programs and services while aggressively seeking and effectively managing human, financial, physical, and technological resources.

State Performance Standard:

Priority Initiative:

Review Recommendation:

| | | | | |
|--|-----|--------------------------|---------------------------------------|--|
| Total cost to achieve this objective: | | \$0 | Cost exceeds unit base budget: | |
| Full-time salaries | \$0 | Professional development | \$0 | |
| Part-time salaries | \$0 | Capital costs | \$0 | |
| Hourly salaries | \$0 | Expenses | \$0 | |
| Contract salaries | \$0 | | | |
| Describe costs: | | | | |

Strategies:

- Initiate a Golf Classic
- Utilize the Presidential Showcase Planning Committee to plan and conduct event
- Solicit additional sponsorships from more HCC vendors and corporations
- Promote and publicize events to insure increased attendance

**Expected Outcomes/
Success Criteria:**

Means of Assessment:

Results of Assessment:

| | | |
|---|---|---|
| Increase proceeds by 20% for Presidential Showcase from prior year (\$77K) | April and May financial statements | FY '04-05 proceeds of \$105K = 36% increase |
| Introduce new Golf Classic by November 2004 to raise \$15K. | November and December financial statements | Raised \$18K in proceeds |
| Utilize fundraising events to introduce HCC administrators and staff and students | Attendance reports, media coverage | Good attendance at Golf Classic and Presidential Showcase; excellent media coverage for both events. |
| Enhance the image of HCC | Media coverage | Coverage for HCC events included in SPT, Trib, TBBJ, La Gaceta, Sentinel Bulletin, Cultural Affairs, TB Metro Mag and other social and business publications. |
| Publicize and promote events in local media | Media coverage, ticket sales and attendance | Utilized e-vites to both events; and news releases to major media outlets in community. |

Status: Accomplished

Use of Assessment Results: Successful events will help create friends for HCC, enhance the institution's image in the community and raise unrestricted funds.

Unit Objective: 3. Plan for capital campaign

Objective Type: Information/Com. Technology Facilities Diversity

Target date: 6/30/2007 Position responsible:

This unit objective supports achievement of the following:

College Goal: 6. Continuously improve programs and services while aggressively seeking and effectively managing human, financial, physical, and technological resources.

State Performance Standard:

Priority Initiative:

Review Recommendation:

Total cost to achieve this objective: \$0

Cost exceeds unit base budget:

| | | | |
|--------------------|-----|--------------------------|-----|
| Full-time salaries | \$0 | Professional development | \$0 |
| Part-time salaries | \$0 | Capital costs | \$0 |
| Hourly salaries | \$0 | Expenses | \$0 |
| Contract salaries | \$0 | | |

Describe costs:

Strategies:

- Work with Ex Director of Marketing and Marketing Support Committee to enhance HCC image
- Work with Director of Advancement to communicate with HCC Alumni and engage them in events and donations
- Utilize Planning Process to identify projects and priorities for funding
- Develop case statements for priorities for private funding
- Become familiar with campaign consultants who may be able to assist HCC Foundation
- Attend conference on major gifts and capital campaigns

**Expected Outcomes/
Success Criteria:**

Means of Assessment:

Results of Assessment:

Enhance HCC image in community

Marketing Study.

Unable to determine, awaiting community marketing study by Marketing Dept.

Engage more alumni in HCC activities and Foundation events

Counts of alumni.

Alumni completed address updates for 20K alumni. Alumni Director will provide names of 50 most active alumni to invite.

Develop list of college priorities for programs, equipment and other items needing funding

Management Report, electronic Planning System.

Utilized strategic plans to identify priorities.

Status: In progress

**Use of Assessment
Results:**

Campaigns for specific projects and campuses are utilized to increase donations and bring private funds closer to donors interests, geographical or career areas.

Unit Objective: 4. Enhance expenditures on behalf of HCC for scholarships and college support.

Objective Type: Information/Com. Technology Facilities Diversity

Target date: 6/30/2007 Position responsible:

This unit objective supports achievement of the following:

College Goal: 6. Continuously improve programs and services while aggressively seeking and effectively managing human, financial, physical, and technological resources.

State Performance Standard:

Priority Initiative:

Review Recommendation:

Total cost to achieve this objective: \$0

Cost exceeds unit base budget:

| | | | |
|--------------------|-----|--------------------------|-----|
| Full-time salaries | \$0 | Professional development | \$0 |
| Part-time salaries | \$0 | Capital costs | \$0 |
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Describe costs:

Strategies:

Raise funds for more scholarships and award to deserving students

Raise funds for support and work with Fund Representatives to spend appropriately for college priorities

Continue to raise funds for Endowments and utilize earnings for scholarships and support

**Expected Outcomes/
Success Criteria:**

Means of Assessment:

Results of Assessment:

Increase scholarships awarded to HCC students by 25% from \$95,000 to \$120,000

Year-end financial statement

FT 03-04 \$95K to 04-05 \$99K increased by 4%

Increase Program Support expenditures and in-kind contributions by 20%

Year-end financial statement

03-04 \$239K to 04-05 \$253K, increased by 6%

Increase endowments by 10%

Year-end statement

03-04 \$1.3M to 04-05 \$1.6M, increased by 24%

Protect and grow HCC investment principal

Year-end Investment report

03-04 \$1.3M to 04-05 \$2.7M, increased by 104%

Status: Accomplished

Use of Assessment

As the Foundation raises more private funds and increases scholarship awards and college support more individuals, corporations and foundations will learn about its activities and outcomes. The enhanced image as a successful fundraising organization will encourage other prospects to give and donors to give more.

Results:

Unit Objective: 5. Continue to engage the Directors on the HCC Foundation Board

Objective Type: Information/Com. Technology Facilities Diversity

Target date: 6/30/2005 Position responsible: A. Garcia

This unit objective supports achievement of the following:

College Goal: 6. Continuously improve programs and services while aggressively seeking and effectively managing human, financial, physical, and technological resources.

State Performance Standard:

Priority Initiative:

Review Recommendation:

Total cost to achieve this objective: \$0

Cost exceeds unit base budget:

| | | | |
|--------------------|-----|--------------------------|-----|
| Full-time salaries | \$0 | Professional development | \$0 |
| Part-time salaries | \$0 | Capital costs | \$0 |
| Hourly salaries | \$0 | Expenses | \$0 |
| Contract salaries | \$0 | | |

Describe costs:

Strategies:

Better engage Directors in Board and Committees

Solicit Directors for individual gifts and corporate sponsorships

Ask Directors to identify prospective donors and names/addresses of those to invite to fundraising events

Engage Directors in soliciting prospects for gifts

**Expected Outcomes/
Success Criteria:**

Establish quorum and Improve attendance at BOD and Ex Committee meetings

Involve Directors in Board Committees

Increase gifts and sponsorships from Directors and their companies

Identify more prospects from Directors

Means of Assessment:

Meeting Minutes and By-laws

Committee minutes

Year-end financial statements

Lists submitted for mailings, appeals and events

Results of Assessment:

03-04 average attendance = 13/22;
04-05 average attendance = 12/23.
Modified by-laws quorum requirement from 50%+ to 33%+.

Currently each Director is assigned to one or more of 4 committees. Scholarship and Development committees met twice during both years; Finance met 3 and 2 times respectively and the Nominating Committee met 3 and 4 times, respectively in 03-04 and 04-05

Unable to determine as individuals and corporations are participating as donors, sponsors and in-kind contributors.

Unable to determine.

Status: In progress

Use of Assessment Results: As new community volunteers join the Foundation Board, the Nominating Committee and Foundation leadership orient them to their role and expected participation. Each year the Directors are more engaged and involved. A more active Board attracts and solicits other enthusiastic community leaders to join them and their successful fundraising efforts.

Unit Objective: 6. Increase private support provided through the HCC Foundation, to award additional scholarship dollars to students, build endowment and fund faculty and institutional projects (HCC Board of Trustees Goal).

Objective Type: Information/Com. Technology Facilities Diversity

Target date: 6/30/2005 Position responsible: A. Garcia

This unit objective supports achievement of the following:

College Goal: 6. Continuously improve programs and services while aggressively seeking and effectively managing human, financial, physical, and technological resources.

State Performance Standard: None at this time. Development by the State is pending.

Priority Initiative:

Review Recommendation:

| | | | |
|--|-----|---------------------------------------|-----|
| Total cost to achieve this objective: \$0 | | Cost exceeds unit base budget: | |
| Full-time salaries | \$0 | Professional development | \$0 |
| Part-time salaries | \$0 | Capital costs | \$0 |
| Hourly salaries | \$0 | Expenses | \$0 |
| Contract salaries | \$0 | | |
| Describe costs: | | | |

Strategies:

- Solicit more individuals, foundations and corporations
- Solicit HCC vendors as sponsors and underwriters to events
- Raise more scholarship funds and award to more students
- Raise more college support funds and utilize for college programs and priorities
- Build endowment funds and utilize earnings for scholarships and support

**Expected Outcomes/
Success Criteria:**

Means of Assessment:

Results of Assessment:

| | | |
|--|------------------------------|--|
| Increase revenues by 10% over prior year | Year-end Financial Statement | FY 03-04 \$1.125M to FY 04-05 \$1.814M, increased by 61% |
| Increase amount of Foundation scholarships awarded to students | Annual Report | 03-04 \$95K to 04-05 \$99K, increased by 4% |
| Build Endowed Funds for scholarships and college support | Year-End Financial Statement | 03-04 \$1.3M to 04-05 \$1.6M, increased by 26% |
| Increase support for college projects and institutional priorities | Annual Report | 03-04 \$239K to 04-05 \$253K, increased by 6% |

Status: Accomplished

Use of Assessment Results: Annually the Foundation needs to be more successful raising private funds to award more scholarships and increase college support. Continually, we will strive to assess our outcomes and strategies to insure the most effective and efficient means are utilized to maximize results.