



# SCC EDUCATIONAL FOUNDATION WORK PROGRAM SUMMARY

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# Introduction/Overview



## ➤ Mission:

The mission of the foundation is to promote the general welfare of Solano Community College and its programs and services through soliciting, raising, and distributing funds to assist and support the College in fulfilling its role of serving the educational and cultural needs of the community.

## ➤ Work Program Organization

- Develop Organizational Resources
- Fundraising
- Grants
- Scholarship Management
- Administrative/Financial Management

# Develop Organizational Resources

## ➤ Develop Board

- Determine Structure
- Identify Prospects
- Recruit New Members
- Establish Committees
- Prepare Committee Work Plans
- Begin Implementation

## ➤ Develop Infrastructure

- Software/Equipment
  - Date Base
  - Web Site
- ## ➤ Determine Annual Operational Budget

# Fundraising – Marketing

## ➤ Foundation Marketing

- Determine brand identity
- Establish key messaging points
- Prepare graphics, images and photos to support key messages
- Produce marketing and collateral materials
- Integrate Web site design with marketing materials

## ➤ Web Site

- iModules Encompass Software
  - [foundation.solano.edu](http://foundation.solano.edu)
  - [alumni.solano.edu](http://alumni.solano.edu)
- CMS for foundation, alumni and donors
- Email marketing
- On-line:
  - Donations
  - Event registration
  - Ticket sales

# Fundraising – Public Outreach

## ➤ Community Outreach

- Regular presence at Chambers of Commerce
  - Attend mixer and events
  - Solano Business Connections planned for April 16<sup>th</sup>
- Presentations to service clubs & civic organizations
- Assist with CTE/Contract Education Marketing
  - Demonstrate relevance of SCC to industrial sector
- Limited paid ads – generate press instead

## ➤ Generate Positive Press

- Focus on “Transforming Students’ Lives” theme
- Develop compelling stories of person or program
- Work with newspaper editors on strategic story placement
  - Released when event or fundraiser at SCC
- Annual calendar of planned story releases
  - Top of mine strategy

# Fundraising – Alumni & Events

## ➤ Alumni Association

- Develop Data Base
  - Use presence in community to seek out names
  - Mine Banner Advancement
  - Use EDD info if available
- Prepare “Engagement Plan”
  - Communication methods
  - Calendar of events
  - Benefit package
- Implement engagement program

## ➤ Special Events

- Annual calendar of events that align with mission
- Create “signature” event
- Celebrate SCC 2013
  - Open House like that of four-year university
  - Celebrate annual successes
  - Highlight programs like CTE
  - Raise public awareness of SCC and enhance image
  - Recruit new students
  - Platform for fundraising

# Celebrate SCC 2013

## ➤ Saturday, April 27, 2013

### ➤ Major Activities

- Open House building on CTE Career Education Fair
- Day on the Green Concert
- CTE Car Show
- Campus Life Booths
- Lecture Series by Faculty
- Student Tours, registration and financial aid information
- Fine Arts Building Dedication

## ➤ Major Activities

- Alumni & Friends Mixer
  - Mixer format with informal BBQ lunch
  - Boosters & Retirees' Assoc.
- S-P Reception and Tour
  - Networking reception for donors
  - Guided tour of selected program
- Gala
  - Saturday, May 4th