

Admin/Financial Management: Ed Foundation QuickBooks data base was reorganized to align with approved budget. New Finance Committee of the SCCEF Board was created and meets monthly to review records before Board meeting. 2011 taxes completed. Audit underway in coordination with the College.

SCCEF Board Membership: Eight new Board members recruited. Board now up to 12. Two active committees established; Financial and Fundraising. Board retreat with professional facilitator being planned for spring 2014.

Section 2: Outcomes Assessment

This Program Review contains assessment activities that occurred between 01-Oct-12 and 02-Oct-13

Develop and Implement Fundraising Plan

Outcome Description	Increase revenue generated for Solano Community College Education Foundation
Assessment Strategy	Develop and audit Foundation financial activity and balances. Development of brand identity and marketing materials Development of Foundation website
Success Criteria	Increase online giving from \$1,000 year to \$50,000 by 6/30/2014, then growing each year. Increase payroll deduction annual revenue from \$6,000 year to \$15,000 year by 6/30/2014 Increase Foundation Board giving from less than \$1,000 annually to \$10,000 a
Strat Objective Supported	4.2 Maximize Institutional Effectiveness

Outcomes Assessment and Actions

Assessment Date	Assessment Results								
9/6/2013	<p>For FY 2012-2013, the Foundation provided \$249,211 in support for the College. This included tangible benefits of \$200,403, and \$48,808 of the Foundation Executive Director's time in support of the College.</p> <p>Brand identity completed by The Placemaking Group, brochure and marketing materials designed and printed.</p> <p>Financial records of Foundation reorganized by professional bookkeeper, 2012 taxes completed, FY 2012-2013 audit underway.</p> <p>Foundation web site design nearly complete, with content being added.</p>								
	<table border="1"> <thead> <tr> <th>Action Date</th> <th>Action</th> </tr> </thead> <tbody> <tr> <td>31-Oct-13</td> <td>Finalization and kick off of formal fundraising campaigns, such as Annual Fund, Passion for Programs, and sponsorships for special events.</td> </tr> <tr> <td>31-Oct-13</td> <td>Foundation web site to be on-line by end of October 2013. Alumni site to follow.</td> </tr> <tr> <td>30-Nov-13</td> <td>Complete financial audit of Foundation</td> </tr> </tbody> </table>	Action Date	Action	31-Oct-13	Finalization and kick off of formal fundraising campaigns, such as Annual Fund, Passion for Programs, and sponsorships for special events.	31-Oct-13	Foundation web site to be on-line by end of October 2013. Alumni site to follow.	30-Nov-13	Complete financial audit of Foundation
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Develop and Implement Community Outreach Program

Outcome Description	Develop presence/relationship with business community.
Assessment Strategy	Number of Chamber events, service club meetings, government governing board meetings attended. Number of meetings with business owners/leaders.
Success Criteria	County-wide recognition of Educational Foundation as the fundraising arm for the College.
Strat Objective Supported	3.2 Expand Community Ties

Outcomes Assessment and Actions

Assessment Date	Assessment Results
8/15/2013	<p>The Foundation created a new event for the business community called Solano Business Connection. Held of April 16, 2013 the event attracted approximately 150 persons from ten Chambers in the County.</p> <p>From Sept. 2012 to June 30, 2013 the Foundation Executive Director attended 43 business events in the District that required approximately 110 hours.</p> <p>The Executive Director joined the Vallejo Rotary Club, and is making PowerPoint presentations to Rotary Clubs throughout the County.</p>
Action Date	Action
30-Sep-13	Solano Business Connections date of May 1, 2014 confirmed with Chamber directors. Send confirming letter to all ten directors and Solano EDC.
30-Sep-13	Schedule at least 1 Rotary or other service club presentation each month to spread the word about the mission of the Foundation and seek support.
30-Sep-13	Schedule at least one individual meeting with a business owner/general manager each week.

Develop Alumni Association

Outcome Description	Increase communication, participation, and donations from SCC alumni.
Assessment Strategy	Put infrastructure in place to manage relationships and donations Publicize new alumni association: media placements, online page views Number of members who opt-in
Success Criteria	Number of total alumni who join Number of Alumni who donate Number of alumni who participate in events
Strat Objective Supported	3.2 Expand Community Ties

Outcomes Assessment and Actions

Assessment Date	Assessment Results
9/6/2013	<p>Alumni and Friends Reception held during Celebrate SCC on April 27, 2013. Event was not well attended despite significant marketing by the Retirees Association to its members.</p> <p>New LinkedIn Group created of SCC alumni, friends, and fans. Membership in group at approximately 91 on Sept. 1, 2013.</p>
Action Date	Action
31-Dec-13	Recreate College database in useable format, and hire company to scrub list to recreate usable contacts.
31-Dec-13	Go on-line with alumni web site (alumni.solano.edu)
31-Dec-13	Begin sending out e-mail to alumni to build active roster of members.

Areas of Concern

Board Development: Still need members from Benicia, Vallejo, Winters and Dixon.

Fundraising: Professional assistance would be helpful to refine the "case for giving" and Annual Fund documents.

Corporate College planning on-going, and outreach to large employers will begin in spring 2014 after official opening of center in Vacaville.

Cost of developing list of alumni very expensive; over a dollar per contract. We wanted to have a list of 20,000 contacts this year.

Special Event: Need a stronger marketing effort for Celebrate SCC and the Career Education Fair. Prospective student attendance was low.

Section 3: Planned Work

Possible Future Projects

There is so much to do now, we are focused on our core priorities. Its hard to add projects, but we are refining the existing programs to make them more successful.

Future Project Start

Other Notes

