

Proposed PLAN of ACTION
Hartnell College President's Task Force



HARTNELL
COLLEGE FOUNDATION

Goal: to create a funding plan and comprehensive 5-year campaign for Hartnell College.

Objectives:

- Identify appropriate funding needs for external funding
- Continue to strengthen the foundation board in regards to fundraising capacity
- Continue to strengthen the college's philanthropic capacity
- Continue to champion student success, innovation and partnerships at Hartnell College

Steps to achieve goal:

1. Create a President's Task Force

Role of the President's Task Force

To review a list of needs identified by the college and help determine which of those needs are most likely to attract support from businesses, individuals and foundations, over the next several years. The result will be a funding plan for the campus that can be used when approaching potential funders and may form the basis of a "campaign".

The Task Force will have no more than four meetings (two hours each) over the course of four months.

Meeting # 1: Introduction to college and review of process. State of the college address by college president – Challenges and opportunities.

Meetings # 2 and 3: Review of private funding needs of entire college.

Meeting #4: Approval of Hartnell College Funding Plan and discussion of next steps formation of a "Campaign".

2. Steps to create the President's Task Force

- a. Identify a list of 60 key community leaders to invite to participate. (Task Force will include all members of the existing Foundation Board) College president to determine college participation, i.e. Vice Presidents, Deans, etc.
- b. List approved in consultation with the college president
- c. Obtain participation of three key individuals
- d. Send out letter of invitation using names of three key individuals and college president.
- e. Follow up phone calls to invitees.
- f. Schedule meetings.

3. Conduct funding needs assessment of campus.

- a. Survey form developed by VP of Advancement and approved by college President, cabinet, advancement council and strategic planning task force.

- b. VP will personally interview managers, faculty and staff to elicit funding needs. Provide some basic information on needs that are appropriate for private funding.
- c. Survey form sent to all faculty and managers
- d. 30-60 day time frame to conduct survey.
- e. Results compiled for review by college president and cabinet.
- f. Results used as basis for evaluation by President's Task Force.

4. President's Task Force Review (could take two meetings)

- a. President's Task Force reviews list of needs grouped by campus areas.
- b. Breaks into small groups and ranks needs
 - A. Will definitely attract support**
 - B. Might attract support**
 - C. Not likely to attract support**

5. Campus Management Reviews Results

Prioritizes needs taking into consideration rankings by President's Task Force

6. Ranked document reviewed again by President's Task Force

7. Funding Plan Approved

Approved by campus management and President's Task Force.

8. Fundraising Goal

Foundation Board sets five year fundraising goal and develops "campaign" strategy.

Time Frame

Funding needs assessment:	October-November 2019
President's Task Force: letter of invitation:	November 2019
President's Task Force Meetings:	January- February 2019
Board Adopts Plan:	March 2020
Campaign Launched: (quiet phase)	March 2020-March 2021
Campaign goes public:	At Party In the Library 2021

Meeting Dates and times: