

Kirkwood Foundation  
2006–2007 Goals and Action Steps

**Strategic Goal 1: Streamline, Improve, Expand Scholarship Process.**

Status	Action Steps and Progress
On-going	<p><b>Increase awareness of scholarship program</b></p> <ul style="list-style-type: none"> <li>• Scholarship Coordinator will continue to promote and build awareness of the scholarship program to students and staff.</li> </ul> <p><b>Action Steps/Progress</b></p> <ul style="list-style-type: none"> <li>• Present to such groups as:               <ul style="list-style-type: none"> <li>○ TGIF</li> <li>○ High school groups (ie: Career Edge Academy students)</li> <li>○ High school counselors</li> <li>○ New faculty</li> <li>○ Classrooms</li> <li>○ Targeted groups (ie: Women in Technology, office administrators)</li> </ul> </li> <li>• Work with marketing to develop marketing pieces that are applicable to the location and to the timeline of the applications</li> </ul>
Completed	<p><b>Continue to improve the consistency of database and files</b></p> <ul style="list-style-type: none"> <li>• Ensure that all data is up-to-date and consistent within all records</li> </ul> <p><b>Action Steps/Progress</b></p> <ul style="list-style-type: none"> <li>• Review all files to ensure accuracy and viability</li> <li>• Begin an extensive audit process of scholarships by department, major, award amounts and student/scholarship ratios</li> </ul>
On-going, progress has been made	<p><b>Gain more knowledge of the financial aid process, application, database and resources.</b></p> <ul style="list-style-type: none"> <li>• Serve the students with a deeper understanding of all aspects of financial aid</li> </ul> <p><b>Action Steps/Progress</b></p> <ul style="list-style-type: none"> <li>• Meet with the staff in Financial Aid office to learn about Kirkwood’s financial aid process</li> <li>• Utilize the expertise in the Financial Aid office during the allocation process</li> </ul>

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### Strategic Goal 2: Develop Alumni Program.

Status	Action Steps and Progress
Completed	<p><b>Work with outside vendor to get accurate alumni information</b></p> <ul style="list-style-type: none"> <li>• Define alumni for use with vendor</li> <li>• Update contact records for those who have obtained an AA degree or professional certification since the college opened in 1966</li> </ul> <p><b>Action Steps/Progress</b></p> <ul style="list-style-type: none"> <li>• Schedule meeting with outside vendor to meet with representatives from Information Technology (IT) and the Foundation to learn about their service and how it can be used with Kirkwood’s programs</li> <li>• Work with IT and Enrollment Services to maintain accurate records of recent graduate and alumni records</li> </ul>
Hold – determined that a newsletter was not appropriate at this time.	<p><b>Develop alumni newsletter</b></p> <ul style="list-style-type: none"> <li>• Determine if an electronic newsletter or paper newsletter will be developed</li> <li>• Develop time line for newsletter mailings</li> <li>• Establish budget for alumni newsletter</li> </ul> <p><b>Action Steps/Progress</b></p> <ul style="list-style-type: none"> <li>• Send initial newsletter out in spring 2007</li> </ul>
Completed for 2006-07, On-going	<p><b>Increase awareness of alumni program among current student population</b></p> <ul style="list-style-type: none"> <li>• Promote alumni program to current students</li> <li>• Invite graduates to become part of the Alumni program</li> </ul> <p><b>Action Steps/Progress</b></p> <ul style="list-style-type: none"> <li>• Promote the Kirkwood Alumni &amp; Friends program to current students through articles in the student newspaper</li> <li>• Mail alumni registration card to all graduates</li> <li>• Explore opportunities for registered alumni to interact with current students</li> </ul>
Completed for 2006-07, On-going	<p><b>Develop and foster relationships with alumni</b></p> <ul style="list-style-type: none"> <li>• Plan and host annual alumni event in conjunction with annual Freedom Festival event</li> <li>• Explore ways to get alumni involved in other areas of the college</li> </ul> <p><b>Action Steps/Progress</b></p> <ul style="list-style-type: none"> <li>• Include information on the annual alumni event in all Foundation publications and on the alumni website</li> <li>• Include alumni in mailings from the Foundation</li> </ul>

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	<ul style="list-style-type: none"> <li>• Invite alumni to events on campus including building dedications, athletic events, culinary meals and fine arts performances</li> </ul>
Completed	<p><b>Develop Alumni website</b></p> <ul style="list-style-type: none"> <li>• Increase awareness of alumni program through alumni highlights and college news</li> </ul> <p><b>Action Steps/Progress</b></p> <ul style="list-style-type: none"> <li>• Include information on the alumni website in appropriate college publications and the Foundation’s Annual Report and quarterly <i>Catalyst</i> newsletter</li> <li>• Invite alumni to be featured on the Kirkwood alumni website</li> </ul>
On-going	<p><b>Work to embed the idea of alumni in all areas of the college</b></p> <ul style="list-style-type: none"> <li>• Promote alumni program to administrators and deans</li> <li>• Determine ways that alumni could be involved in all areas of the college as advisory members, volunteers and more</li> </ul> <p><b>Action Steps/Progress</b></p> <ul style="list-style-type: none"> <li>• Promote the Kirkwood Alumni &amp; Friends program to faculty and staff through articles in the <i>Catalyst</i> and in TEMPO</li> <li>• Include alumni information at college events</li> <li>• Explore opportunities for alumni to interact with faculty and staff</li> </ul>

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**Strategic Goal 3: Increase Annual, Major and Planned Giving contributions to the *This Changes Everything* campaign.**

Status	Action Steps and Progress
In progress	<p><b>Meet and exceed major gifts campaign goal of \$10,000,000</b></p> <ul style="list-style-type: none"> <li>• Foundation staff will work to fundraise:               <ul style="list-style-type: none"> <li>• \$8,000,000 in cash and pledges</li> <li>• \$2,000,000 in irrevocable planned gifts</li> </ul> </li> </ul> <p><b>Action Steps/Progress</b></p> <ul style="list-style-type: none"> <li>• Follow the Plan of Campaign created for the <i>This Changes Everything</i> campaign fundraising</li> </ul>
In progress	<p><b>Continue to seek and secure funding for Kirkwood student programs and scholarships</b> Utilize personal solicitations, grants, mailings and special projects to seek funding.</p> <p><b>Action Steps/Progress</b></p> <ul style="list-style-type: none"> <li>• Promote Kirkwood Community College and the Foundation’s support of students and programs in each issue of the <i>Catalyst</i> and the Annual Report.</li> <li>• Explore opportunities for funding with employees, boards and local businesses and organizations.</li> </ul>
completed	<p><b>Increase employee giving to the <i>This Changes Everything</i> campaign</b></p> <ul style="list-style-type: none"> <li>• Annual Giving Director will implement the employee phase of the <i>This Changes Everything</i> campaign.</li> </ul> <p><b>Action Steps/Progress</b></p> <ul style="list-style-type: none"> <li>• Utilize team champions to help promote the campaign</li> <li>• Include campaign information in the <i>Catalyst</i></li> <li>• Provide updated information to employees via TEMPO.</li> <li>• Analyze employee support to determine annual giving appeals</li> </ul>
In-progress	<p><b>Increase retiree giving to the <i>This Changes Everything</i> campaign</b></p> <ul style="list-style-type: none"> <li>• Annual Giving Director will implement the retiree phase of the <i>This Changes Everything</i> campaign.</li> </ul> <p><b>Action Steps/Progress</b></p> <ul style="list-style-type: none"> <li>• Invite retirees to a reception at the President’s home</li> <li>• Provide information about the campaign to retirees via small group meetings and mailings</li> <li>• Invite retirees to support the campaign through personal solicitations, letters and small group events</li> </ul>
On-going	<p><b>Seek and secure funding from area business and community foundations and organizations to the <i>This Changes Everything</i> campaign</b></p>

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	<p><b>Action Steps/Progress</b></p> <ul style="list-style-type: none"> <li>• Identify campaign co-chairs and division leaders</li> <li>• Conduct prospect identification and evaluation</li> <li>• Organize solicitation process by division according to the Table of Investments</li> <li>• Conduct fundraising according to CASE Management and Reporting Standards</li> </ul>
Completed	<p><b>Increase board giving to the <i>This Changes Everything</i> campaign</b> Director of Planned Giving will implement the board division of the <i>This Changes Everything</i> campaign.</p> <p><b>Action Steps/Progress</b></p> <ul style="list-style-type: none"> <li>• Utilize board co-champions to help promote the campaign to other board members</li> <li>• Invite board members to luncheons to provide information about the campaign</li> <li>• Organize solicitation process for board division</li> </ul>
In progress	<p><b>Define a structured, annual stewardship plan for planned giving</b></p> <p><b>Action Steps/Progress</b></p> <ul style="list-style-type: none"> <li>• Conduct a review of the Foundation stewardship program</li> <li>• Identify “best practice” programs</li> <li>• Formalize a Kirkwood Foundation donor relations/stewardship user’s guide</li> <li>• Follow the donor relations/stewardship guide</li> </ul>
	<p><b>Create new opportunities to build relationships</b> Director of Planned Giving and Vice President of Resource Development will refine and continue cultivations, solicitation and stewardship activities</p> <p><b>Action Steps/Progress</b></p> <ul style="list-style-type: none"> <li>• Introduce more proposals created with PG Calc software</li> <li>• Import all planned giving tracking information into Raisers Edge database</li> <li>• Eliminate old excel database</li> <li>• Begin to utilize Moves Management program in Raisers Edge for major and planned giving constituents</li> </ul>

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**Strategic Goal 4: Provide increased support for Resource Development and other college resources.**

<b>Status</b>	<b>Action Steps and Progress</b>
<p>Completed first 3 bullets, did not do number 4. In progress for bullets 5 &amp; 6.</p>	<p><b>Maintain and improve utilization of Raiser’s Edge database.</b></p> <p><b>Action steps/Progress</b></p> <ul style="list-style-type: none"> <li>• Complete conversion of KTOS information into our Raiser’s Edge database</li> <li>• Assist in cleaning up KCCK’s Raiser’s Edge database</li> <li>• Aid in training KCCK, KTOS, Scholarship Coordinator and others in using the Raiser’s Edge system for their specific programs</li> <li>• Develop a new system for tracking spendable amounts for endowed scholarship to improve accuracy of information</li> <li>• Continue to cleanup our Raiser’s Edge database to improve the accuracy of our information.</li> <li>• Record and update numbers for our campaign</li> </ul>