

Resource Development/Foundation
Strategic Plans 2007- 2010
Goals Status Update 2007-2008

Strategic Measures: By 2010, increase donor engagement and support to the Foundation.

Success Indicators:

- Meet and exceed the “*This Changes Everything Campaign*” goal of \$10,000,000.

Announced campaign results of \$11,230,528 on May 6, 2008.

- Complete a comprehensive analysis of the “*This Changes Everything Campaign.*”

Analysis is in process, to be completed by December 31, 2008.

- Action: Determine the gift bands of support to the Foundation.
- Action: Examine the types of gifts, number of new donors and repeat donors, consecutive giving, average gift size and endowed vs. non-endowed gifts.
- Action: Complete cash flow analysis.
- Action: Establish new annual targets for Foundation to meet future needs.

- Identify through gap analysis, targeted opportunities to align fundraising efforts with the scholarship needs of college departments.

This analysis is ongoing. Scholarship Director regularly researches enrollment data to determine need, and Annual Giving Director focuses efforts accordingly.

- Standardize recognition and stewardship policies and procedures by June 2008.

Delayed due to staff transition. Recognition and stewardship policies/procedures will be reviewed and documented by June 2009.

- Develop and implement a project tracking sheet for use during staff transition.

Staff transition is complete.

Strategic Measures: By 2010, increase student scholarship recipients by 20%.

Success Indicators:

- Initiate a lean process and incorporate findings into the scholarship process.
 - Action: Identify and execute outreach opportunities into various departments. To be completed by March 1, 2008.

Completed on schedule.

- Expand efforts to promote student applications.

These activities are underway as planned and will be ongoing.

- Action: Target unfamiliar student groups and departments, and create a presence in student common areas.
- Action: Present to specific high school groups.
- Monitor enrollment by department.

Ongoing as part of Scholarship Director's responsibilities.

- Action: Guide Foundation team on areas in need of support.
- Assist in creating scholarships and criteria for appropriate programs.

Ongoing as part of Scholarship Director's responsibilities.

- Improve efficiencies with the database.

Ongoing for all Foundation staff.

- Action: Seek training on different uses and the importing of data.
- Action: Cultivate useful information for future purposes.
- Establish greater partnerships with departments to provide better understanding of the scholarship program and its benefits and values.

Ongoing for all Foundation staff.

- Facilitate a "branding" initiative of the scholarship program.

Accomplished with new marketing materials.

- Action: Create marketing tools to further expand the message about the program, how to apply, deadlines, etc.
- Research scholarship recipients and their retention rate, graduation rate and other success indicators.

In process, ongoing.

- Increase the number of applications during the "application period" focusing on the areas where applications have been minimal.

Scholarship applications for 2008-2009 are up 81% from 2005 benchmark.

Strategic Measures: By 2010, increase Kirkwood alumni membership by 5%.

Success Indicators:

- Establish an alumni engagement process and tracking tool.

Completed on schedule.

- Promote the alumni program among former students.

Initial efforts focused mainly on offering continuing education classes to alumni. Plan is being developed to focus on alumni events.

- Action: Invite alumni to events on campus.
- Action: Utilize the online community and email to notify alumni of events.

- Promote alumni program to current students and Kirkwood staff.

This is in progress – delayed due to staff transition and reassignment.

- Action: Include postcard about alumni program with diplomas.
- Action: Have a presence at graduation.
- Action: Develop a site on Facebook and My Space to reach out to current students.

- Determine the current connectivity of our faculty/staff to alumni.

In progress.

- Action: Develop a tool to identify areas/individuals who are communicating with alumni and to what extent.

- Increase communication with alumni utilizing electronic and print media.

In progress.

Strategic Measures: By 2010, maintain and improve utilization of Blackbaud software by increasing the competency of the staff and reducing the number of repetitive requests by 25%.

Success Indicators:

- Clean up database and ensure information is entered correctly on a monthly basis.

Foundation staff began a complete database clean-up in August 2008. Target date for completion is December 31, 2008.

- Develop policies and procedures for each area using the database.

Meetings for all RE users are in progress.

- Prepare and complete KCCCK for merge by February 2008.

Delayed due to KCCCK staff transition, planned for 2009.

- Continually update software.

In progress.

Strategic Measures: Seek support for the Foundation to assist in meeting strategic goals.

Success Indicators:

- Define divisions of responsibilities as it pertains to the Foundation, IT and Business Services.

Under discussion at this time.

- Timely updates and responses to support:

- *“This Changes Everything Campaign”*.
- Kirkwood Foundation Board and committees.
- Annual audit.
- Program initiatives.