



## Advancement Report

### October 18, 2017, Board of Education

Prepared by Dale Stowell

First, apologies for my absence at this board meeting. I am attending a statewide meeting of public information officers, in hopes of starting a statewide group that will create new professional development opportunities, and most importantly, lead to a coordinated and effective statewide communication approach to support understanding of and advocacy for community colleges. Having worked in Washington state, which had a mature and robust system that accomplished this, I can vouch for its power.

Second, the bulk of my report will be selected details of Advancement activities in support of 2017-18 Strategic Objectives, and I plan to use this format moving forward. There may be some repetition from one month to the next as we complete more tasks or contribute to longer-term projects.

Finally, I know many, most or maybe all of you have heard that I will be leaving the college by February to follow Liz to California, where she has begun a nursing/lactation consulting job that was too good for her to turn down. I know I will have wonderful things to say about my six years here as we come closer to February. In the meantime, I am committed to looking ahead for how I and my staff can continue to serve the college and its students.

With that, here are some updates on our activities in support of the Strategic Objectives.

#### Progress Report on Strategic Objectives for 2017-18

- ***Continue to develop and/or modify existing policies and practices so that they represent intentional actions to build a culture that exhibits our Goals and Values.***
  - We are participating in the Freedom of Expression group and supporting those efforts with communication planning, which includes creating a web site that includes a commitment statement, resources, and all applicable policies and administrative rules in one online hub.
- ***Establish an educational experience that is increasingly designed around the student and for the student's success by fully implementing Guided Pathways.***

- ***Establish facilities that support and enhance the teaching-learning experience by implementing and/or completing Bond Funded Projects.***
- ***Continue to improve our responsiveness to the changing needs of regional industries and other community employers.***
- ***Establish greater Affordability for all students.***
  - Following an affordability presentation by Greg to the Foundation Board, we are working with the Foundation Board to identify specific messages and efforts we can use to develop resources for the college to help students.
  - We continue staff-level exploration of ideas that would provide alternative revenue streams for the college, possibly but not exclusively through the Foundation. Because some negotiations might be involved (and the ideas themselves are still in the research phase), details we can share are still being developed.
  - Alumni Cohort fundraising has expanded from nursing (about 100 members have joined and contributed) to Livestock Judging. The new Livestock Judging alumni group has contributed more than \$5,000 based on initial outreach.
  - The Foundation Finance Committee has agreed to examine a proposal to suspend the Foundation's 3.3 percent gift fee. Currently all fund-raising costs that the gift fee covers are being generated by other means, so this would allow additional money to be directed to helping students. Once the Finance Committee considers the proposal, it will make a recommendation to the full Foundation Board at its November 17 meeting.
- ***Establish technology resources that support and compliment the classroom, creating new points of access and new levels of adaptation to student needs.***
  - Speaking of the gift fee, the Foundation Board voted to dedicate the fee on a large gift designated to purchase new equipment for the Healthcare Occupations Center. The approval to designate the fee from the \$500,000 gift from the Education Fund to purchase additional equipment means an additional \$16,500 will be available to the HOC project.
- ***Establish a campus of true Equity and Inclusion.***
  - Outdoor advertising that ran through September included Spanish language messaging on 1/3 of billboards.
  - We continue the process of producing all recruitment and Foundation scholarship materials in both English and Spanish with a completion goal of February.
  - Worked with Greg and other college leaders to clearly communicate the college's position regarding concerns with an Art Exhibit on our campus and how it reflects our commitment to controversial subjects, free expression, and interacting with ideas and beliefs that are different than our own.