



Advancement Report, Board of Education, Feb. 21, 2018

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Progress Report on Strategic Objectives for 2017-18

Here's a rundown of a few highlights of efforts in LBCC Advancement to move us toward attainment of LBCC strategic objectives:

- ***Establish an educational experience that is increasingly designed around the student and for the student's success by fully implementing Guided Pathways.***
 - LBCC is putting on a full court press to help local legislators understand the importance of additional funding in the short legislative session for community colleges. Board of Education members, Foundation Board members, students, staff and President Hamann are having personal meetings in Salem, sending emails, letters and making phone calls to emphasize the importance of these funds to LBCC students, families, business and the community. Additional funding will help the college more quickly implement the student support needed for guided pathways.
 - We have started the process of reorganizing our print and electronic materials around the new meta-major groupings of guided pathways, and are doing initial work on planning how to communicate to prospective students the substantial benefits of Guided Pathways to those who enroll at LBCC. A set of icons that represent each broad area of study are in the design phase.
- ***Establish greater Affordability for all students.***
 - Donors to fund a new \$20K piano lab for the music program. This will allow LBCC to hold piano classes on campus, saving students 2/3 (\$210 vs \$600) of their current cost a term.
 - Members of the Culinary Advisory Committee have started the F&B Industry Friends Scholarship to provide scholarships to promising senior high school culinary students. They

intend to get regional industry people involved in supporting the culinary program and culinary scholarships.

- Vet's Club is embarking on fundraising activities to create an endowment that will support the Vet's Center as well as fund leadership opportunities and emergency grants for Vet's club members
- With strong support from Foundation Board member JoAnn McQueary, President Hamann met with leading citizens in Sweet Home. The President shared information on College wide efforts, specific activities in east Linn County, and the student success (affordability) initiative. Foundation Board member Joan Reukaff is planning a similar event in Corvallis during the spring. These kind of friend building activities will continue with a goal to expand the knowledge/interest base in the community.
- Building on an earlier \$10k gift for student completion, staff have opened conversations with individual, business and Foundation. Prospect are interested in helping students meet “life bumps” that can derail progress toward a degree or economically viable certificate. These efforts on the private side matched with a resource navigator concept look extremely promising toward making a significant positive impact on student completion.
- ***Establish technology resources that support and compliment the classroom, creating new points of access and new levels of adaptation to student needs.***
 - Moving step by step forward, development staff, deans, and faculty continue to meet with industry representatives to both meet their workforce needs and secure the expensive equipment needed to help train for their employee needs. It is not unusual for major gifts of this nature to take 12-36 months to cultivate and bring to fruition. With Foundation support, deans, directors, and faculty are expanding their relationships with local business and industry, focusing meeting their needs and collaborating in ways that allow us to re the community resource that they need.
 - In anticipation of a migration to an improved content management system behind-the-scenes, a great deal of work has recently been completed on the “Future Students” section of the college website, including the removal of several mid-level pages which will greatly improve search results, streamlining of many areas and a more focused selection of landing pages.