

Educational Planning Committee

Academic Year 2015-2016

1. EMP Recommendation and Objective (Include narrative from 2015-2018 strategic plan)
Objective 1: Increase philanthropic support to address unfunded needs in the form of scholarships, endowments, academic student support programs and facilities within three years.
Performance Indicator 1.1: Increased number of donors in two years. Baseline for FY 2014-15 is 503 total donors, 416 individuals.
Performance Indicator 1.2: Increased number and dollar amount of gifts, grants and other forms of philanthropic support in two years. Baseline is \$405,850 for FY2014-15 and \$38,066 to the COM Foundation (both figures unaudited).
2. What actions have been taken toward achieving the objective? Please describe (reference action steps when relevant).
Action Step 1.1: Maintain and grow positive relationships with current and potential donors and funding agencies.
Action Step 1.2: Secure new gifts and grants.

Donor Outreach and Solicitation

- Ongoing outreach to COM Foundation (COMF) donors through emails from the President, individual meetings and presentations to review status of the COMF and particular endowment funds. (1.1)
- Spring 2015—Saturday event to update COMF donors on the status of the COMF, 30 people attended. (1.1)
- Personalized thank-you cards from more than 100 student scholarship recipients sent to 45 donors. (1.1)
- Re-established President's Circle- for those donors who make donations of \$1,000 or more. Direct mail to donors and prospective donors. (1.2)
- Pillars of Philanthropy to honor donors who have made gifts of \$100,000 or more, whether current or planned. The Pillars donor wall is located near the Student Services Center and Fusselman Hall. (1.1, 1.2)
- Discussed planned giving with donors who wish to include COM in their estate plans. (1.2)
- #GivingTuesday, to celebrate the act of giving back and encourage alumni, donors, employees and prospective donors to give, no matter the amount. Direct mail, email, tweets and posts to encourage people to give to COM. (1.2)

Advancement Operations

- Online giving—transition to a different web application for secure, user-friendly online giving with PayPal as gateway vendor. (1.2)
- Use of Affinaquest, a Salesforce platform, customer-relation donor database, to keep donor records and track donations, process thank-you receipts. Annual download of COM graduate contact information. (1.2)
- Wealth screening through DonorSearch to identify donors and prospective donors with a wealth capacity to give major and planned gifts. (1.2)
- In collaboration with the Scholarship Office, COM will use AcademicWorks to manage the scholarship program, from online application, screening of applications, awarding and thank-you letters to donors. Also includes a component to highlight donors' biographies and photos as a tool to inspire and encourage prospective donors to establish student scholarships at COM. (1.1, 1.2)
- Researched the status of COMF endowment funds regarding disbursing of funds in recent years. (1.1)
- Updated and wrote copy for new COM website Advancement pages and forms. (1.1, 1.2)

Outreach to Private Foundations

- Outreach to Marin Community Foundation (MCF) to inform philanthropic advisors of opportunities for their clients to support COM. Connection yielded introduction to the Peter Haas Family Fund, which is part of the MCF. Submitted a proposal for \$50,000 grant for equipment in a newly remodeled Biotechnology Laboratory at IVC. (1.2)

- Submitted a proposal to The George Sandy Foundation to support the Student Accessibility Services program. (1.2)
- Sent letters of intent to foundations on behalf of the Drama Program for funding a Spring 2016 production. (1.2)

Establish Advisory Committees

- In collaboration with President Coon, formed two advisory committees that report to the Board of Trustees: Finance Advisory Committee and Program Advisory Committee—which will ensure that COM is following donor intent in its disbursements of COMF endowments and restricted funds. Initial meeting took place in October. These committees will meet quarterly. (1.1, 1.2)

3. Are you on track to achieve this objective? What evidence supports your judgment of progress made toward this objective?

Data for performance indicators will be reported in Fall 2016. Yes, we are on track. Based on current gifts and grants, less than halfway through the year and nearing 50% of baseline numbers.

4. Have you achieved this objective? Yes___ No If not, why not?
 Need at least a full year to speak to the performance measure. This is the reason why I will be reporting Fall 2016.

- Attachments:
 President’s Circle invitation
 Peter Haas Family Fund email
 Advisory Committees roles and responsibilities; member list

<p><u>Rating by Educational Planning Committee</u></p> <p><i>Activity:</i> Red= No Progress Yellow= Progress Being Made Green= Complete</p> <p><i>Objective Met:</i> Yes_____No_____</p>
