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<tr>
<th>BC Foundation Goal</th>
<th>Work Plan</th>
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| **Goal #1**                                                                       | **Cultivate relationships with local businesses and industry partners**  
| Provide support to the college and students by securing financial contributions in the amount of $5-$10 million over a two-year period (thru June, 2022) |  
|                                                                                 | • Lead or partner in presenting high-profile events that feature BC as an innovator, a thought leader, and a top producer of talent for local industries  
|                                                                                 | • Work with BC faculty and leadership to identify employers/businesses that benefit from BC graduates’ skills and knowledge. Team up to expand upon, or create new, relationships that will lead to new financial supporters.  
|                                                                                 | **Create a “philanthropy menu” brochure, highlighting prioritized campus giving opportunities (utilizing campus inventory list previously compiled).**  
|                                                                                 | • Develop list of second-tier options to have available for interested supporters  
|                                                                                 | **Strengthen donor relations efforts**  
|                                                                                 | • Create donor retention metrics  
|                                                                                 | • Provide “BC Foundation Donor Annual Report” to donors and on web site (December release and include end of year appeal)  
|                                                                                 | • Maintain regular communications, including accurate reports, with existing donors  
|                                                                                 | • Develop contingency plan for annual Donor Appreciation Dinner to meaningfully bond donors with recipients  
|                                                                                 | • Identify five existing donors and strive to double their annual contributions through education of specific programs/needs (making direct ask for the increase) |
Bakersfield College Foundation
2020-2021 Work Plan
Name: Heather Pennella-Alumni & Donor Relations Manager

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<th>Execute Student Emergency Fund campaign with focus on campus community, alumni, and individual community members. Goal: $100,000</th>
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<td>- Use multiple platform approach (social media, press releases, newsletter, etc.) to solicit support from community</td>
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<td>- Work with FAO to gather student nominations and to make selections and provide funding to students</td>
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<td>- Demonstrate impact of funding for transparency and increased giving</td>
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| **Goal #2**        | **Create quarterly electronic newsletter for campus community**  
| Strengthen communication with campus community in order to increase understanding of how accounts are handled, to build trust, and to encourage stronger giving among on-campus donors. |  
|                     | • Feature on-campus donors  
|                     | • Feature programs and recipients of various funds  
|                     | • Highlight and explain different opportunities for giving and supporting students, etc.  
|                     | • Promote employee-giving through payroll deduction  
|                     | **Conduct Foundation 101 workshops, face-to-face training and conversations at department meetings on campus**  
|                     | • Reach out to campus groups to meet and share benefits of collaboration with Foundation  
|                     | **Continue with the established “Apply 4 Money” scholarship campaign**  
|                     | • Educate students to complete FAFSA and scholarship application  
|                     | • Deliver marketing materials to deans, chairs, and faculty  
|                     | • Work with Scholarship Manager on email schedule targeting faculty and students to bring awareness of dates and deadlines  
|                     | • Work to ensure that scholarship criteria includes equitable language  
|                     | • Work with community partners to inform of scholarship offerings and strengthen outreach |
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| Goal #3            | Identify potential new board members representing major local industries  
Revitalize, engage, and empower BC Foundation board of directors.  
Schedule focused meetings with board members to ensure minimum $2,500 get/give annual contribution  
Create interactive board member portal on Foundation website (supportBC.org) to include board meeting packets, minutes, and updates  
- Work with MPR (Web Developer) to develop secure portal accessible by only Foundation board members  
- Work with Foundation Executive Secretary to keep portal up to date and post documents in a timely manner to adhere to the Brown Act  
- Foundation portal may serve as a cost-savings, as board packets will not need to be printed |
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<tr>
<td><strong>Goal #4</strong></td>
<td><strong>Revitalize Alumni/Alumni Association Activities and outreach</strong></td>
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| Strengthen Alumni engagement and outreach | • Partner with Student Life in cross-departmental effort to transition BC students into active alumni  
• Define “alumni outreach” vs. “alumni association”  
• Define “alumni” (e.g. graduates, transfer students, certificate students, non-graduates that attended but didn’t complete their program)  

**Work with current and past Alumni Association board members, along with recent graduates, to revive interest among diverse alumni groups.**  
• Partner with Student Life and former BCSGA Presidents  

**Create event (preferably in fall, to separate from spring Sterling Silver— during non-pandemic years) to attract all friends of BC to campus**  

**Expand alumni database and conduct annual giving campaign**  
• Determine process to secure current contact information of alumni  
• Develop solicitation materials for alumni giving campaign  
• Create media plan to roll out campaign |