# Bakersfield College Foundation
## 2018-2019 Work Plan

<table>
<thead>
<tr>
<th>Area of Focus</th>
<th>Task to be Performed</th>
<th>Anticipated Results</th>
<th>Date to be Accomplished</th>
<th>Responsible Person(s)</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Computer/Database</strong></td>
<td>Evaluate Encumbrance module of MIP/SAGE and determine need to acquire</td>
<td>Adding Encumbrance module would make reconciling scholarship and departmental accounts easier</td>
<td>6/30/2019</td>
<td>TG and to be hired Financial Manager</td>
<td>Biggest factor is cost and seeing if other colleges will join with BC</td>
</tr>
<tr>
<td></td>
<td>Figure out how to add alumni information from 1950 to 1987 that is held by Admissions and Records</td>
<td>This would complete BC's alumni database that currently only goes back to 1987.</td>
<td>6/30/2019</td>
<td>TG, HP and DZ</td>
<td>Crucial to ability to reach out to all our alumni</td>
</tr>
<tr>
<td></td>
<td>Add alumni information from last upload</td>
<td>Keeping alumni database current</td>
<td>12/31/2018</td>
<td>DZ</td>
<td>Working with Admissions and Records</td>
</tr>
<tr>
<td><strong>Donor Relations</strong></td>
<td>Utilize stewardship module of AcademicWorks to begin creating donor reports</td>
<td>Better Scholarship/Donor Relations operation</td>
<td>6/30/2019</td>
<td>HP, AS and TG</td>
<td>Working with Scholarship Manager, Financial Aid Office (FAO) and AW</td>
</tr>
<tr>
<td></td>
<td>Improve scholarship process</td>
<td>Happier donors, more scholarships awarded, take less time</td>
<td>9/30/2018</td>
<td>HP, AS, and TG</td>
<td>Need to work closely with Scholarship Manager and AW</td>
</tr>
<tr>
<td></td>
<td>Annual donor report</td>
<td>Engagement of donors and increased giving</td>
<td>10/31/2019</td>
<td>TG and HP</td>
<td>Will need outside design help</td>
</tr>
<tr>
<td></td>
<td>Personal contact with donors</td>
<td>More gifts</td>
<td>Ongoing</td>
<td>TG and HP</td>
<td>Executive Director and Donor Relations Coordinator</td>
</tr>
<tr>
<td><strong>Fundraising Campaigns</strong></td>
<td>Employee Giving Campaign Continue annual giving campaign for all employees, encouraging payroll deduction</td>
<td></td>
<td>6/30/2019</td>
<td>HP and TG</td>
<td>This campaign will occur every year</td>
</tr>
<tr>
<td></td>
<td>Alumni Giving Campaign</td>
<td>Conduct annual giving drive with expanded alumni database</td>
<td>5/15/2019</td>
<td>TG and HP</td>
<td>Executive Director and Donor Relations Coordinator</td>
</tr>
</tbody>
</table>
## Area of Focus

### Foundation Board Development
- **Task to be Performed:** Recruit at least two new board members
- **Anticipated Results:** Will restore board to full complement of members
- **Date to be Accomplished:** 6/30/2019
- **Responsible Person(s):** TG
- **Comments:** Reinvigorated Nominating Committee was instrumental in adding five new members last year

### Major Gifts Program
- **Task to be Performed:** Identify possible prospects within the community
  - Creation of major gift donor pool
- **Date to be Accomplished:** 6/30/2019
- **Responsible Person(s):** TG and HP
- **Comments:** Working with administration, deans, department heads, Events & Athletics, Fdn board members and current donors

- **Task to be Performed:** Create and implement cultivation and solicitation plans related to BC goals and initiatives
  - Raise money for BC goals and initiatives
- **Date to be Accomplished:** 6/30/2019
- **Responsible Person(s):** TG and HP
- **Comments:** Working with administration, deans, department heads, Events & Athletics, Fdn board members and current donors

- **Task to be Performed:** Hold series of focused get-togethers with select BC programs and business and community leaders
  - Identify prospective donors and what areas they will support
- **Date to be Accomplished:** 6/30/2019
- **Responsible Person(s):** TG, HP and CC
- **Comments:** Working with deans and department heads, President's and Events offices

### Events
- **Task to be Performed:** 2019 Sterling Silver
  - Bring community closer to BC and its goals
- **Date to be Accomplished:** 3/23/2019
- **Responsible Person(s):** TG, HP and CC
- **Comments:** Working with President and Events offices

- **Task to be Performed:** Honors Celebration/Donor Dinner
  - Provide better donor/student interaction resulting in more gifts
- **Date to be Accomplished:** 5/10/2019
- **Responsible Person(s):** HP, AS, TG and Planning Committee
- **Comments:** Will include faculty on planning committee

### Marketing and PR
- **Task to be Performed:** Publications
  - Annual fund brochures for employees and alumni campaigns
- **Date to be Accomplished:** 10/15/18 and 3/31/2019
- **Responsible Person(s):** TG and HP
- **Comments:** May be able to use same publications for several years
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<td>Website and Social Media</td>
<td>Touch more alumni and community members</td>
<td></td>
<td>6/30/2019</td>
<td>TG, HP, CC and website editor</td>
<td>Working with campus PR to pay for part-time website administrator/writer</td>
</tr>
<tr>
<td>Alumni Relations</td>
<td>Tie alumni relations efforts to Foundation goals and objectives</td>
<td>Better connections with alumni</td>
<td>Ongoing</td>
<td>TG and HP</td>
<td>Working with BC Alumni Association leadership</td>
</tr>
<tr>
<td>Volunteer Program</td>
<td>Recruit volunteers for various campus and foundation activities</td>
<td>Add names to volunteer module of RE database</td>
<td>Ongoing</td>
<td>TG, HP and DZ</td>
<td>Work with BC Archives and Events Office to identify, enlist and train volunteers</td>
</tr>
<tr>
<td>Staffing</td>
<td>Hire Financial Manager</td>
<td>Better tracking of scholarship disbursements, more accurate and timely financial reports, closer monitoring of foundation investments, timely filing of required federal and state returns</td>
<td>12/30/2018</td>
<td>TG</td>
<td>Position has been approved, posted, and in process of filling</td>
</tr>
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</table>

TG = Tom Gelder, Executive Director  
HP = Heather Pennella, Donor Relations Coordinator  
AS = Amanda Stone, Scholarship Manager  
CC = Courtney Carter, Executive Secretary  
DZ = Debbie Zuech, Department Assistant III