

PLANNING/OUTCOMES DOCUMENT

Name of person(s) completing this form:	Sonja G Haynes	Curriculum/Department:	SCC Foundation
Purpose/Mission Statement		Vision Statement, 3-5 years	
The SCC Foundation’s mission is to support, strengthen and further the mission of The Southwestern Community College through student scholarships, employee development, fund raising campaigns, facilities renovation, and capital improvements.		The SCC Foundation will work to increase and diversify the Foundation revenue and increase Board involvement.	
College Goals	2007-2008 Department Outcomes/Goals	Success Criteria <small>(e.g. outcomes, enrollment increases)</small>	Plan of Action <small>(including resources needed)</small>
3,5,7	Promote SCC and the Foundation	Increase in donations and “friends”.	Meet with local civic and community groups to raise their awareness of SCC, the Foundation, and donation opportunities. Will continue to be involved in Community enrichment activities and interact with the people. Explore business opportunities to increase the income of the Foundation. Will continue development of the Alumni database and begin soliciting donations from alumni. Continue to work with Webmaster to establish a retire web page linked to the foundation website. Will work with college to establish a “story” and try to find funding to produce a promotional video for the college. Will work with Marketing department to develop ads and get out as many stories as possible published about the foundation.
3,6	Continue to increase personal professional knowledge & skills	Increased productivity.	Attend local CORD meetings. Attend all regional and national CRD conferences. Will work with Blackbaud to implement and learn the new donor software.
3,5,7	Continue to improve upon events from previous years while accessing new opportunities	Increased revenue.	Seek ways to improve on existing events. Add Additional events. Add an event to raise funds for Academic Challenge. Implement an Annual Campaign both internally and externally.
3,5,7	Strengthen the Foundation Board of Directors	Increased commitment by Board of Directors.	Will seek to add new members from areas that do not have a strong representation. Will continue to do educational pieces for the board and try to spend as much time with the members as possible to increase their comfort levels with asking for donations.
3,4,5,7	Raise Funds for furniture, fixtures and equipment for new Macon campus	Increase ability to better equip the new facility	Will meet with individuals and businesses to seek donations for the new Macon campus. Will work with the grant writer to seek out funding. Will meet with local artist to seek donations of art work . Will work with furniture company and IT department to determine price tags for each room.

Criteria Results Be sure to utilize most current data available	End of Year Analysis (Goals achieved, impact of equipment purchased, improvements to program or service, contingencies, etc.) Describe how you used the results to improve your program/department.
Met with: donors in Jackson, Macon and Swain Counties (including banks, privately owned business, Rotary Club)for donations for new Macon Campus; NCS steering committees in Jackson, Macon and Swain counties on a regular basis; and other individuals and businesses interested in donating. Worked with SCC Webmaster to update the Foundation web page.	From the number of calls and e-mails received, it seems that individuals and organizations in all service areas are more aware of the Foundation through media, newspapers, the Foundation web page, and the <i>Foundation News</i> .
Attended CRD National Conference. Attended NC CORD conference in Charlotte. Worked with Blackbaud toimplement new donor software.	Some knowledge was gained from each of the seminars/workshops. A great deal of knowledge was gained from each of the meetings and conferences. This newfound knowledge was used to implement several of the goals set forth for the year. Was also able to establish a close network of peers to bounce ideas and ask for assistance.
<p>Dinner Theater – netted \$6,369.16 with in-kind donations totaling \$1,550.00 as opposed to \$1,514.57 total for the previous year</p> <p>“Ducks on the Tuck” netted \$15,162.33 as opposed to \$17,901.75 in the previous year.</p> <p>“Great Ducky Dash” netted \$1,600.00 (one day sales only) as opposed to \$1,539.70 in the previous year.</p> <p>Golf Tournament netted \$14,140.10 as opposed to \$14,636.00 in the previous year.</p> <p>New Century Scholars-Jackson raised \$25,517.33 as opposed to \$29,761.75 in the previous year.</p> <p>New Century Scholars – Macon raised \$16,419.58 as opposed to \$21,702.00 in the previous year.</p> <p>New Century Scholars – Swain raised \$14,275.00 as opposed to \$11,857.00 in the previous year</p>	<p>Used the new format for dinner theater. We had a hors d’voures buffet and instead of silent auction, we raffled the Elizabeth Ellison print and sought out corporate and personal sponsors. With the Lewis Grizzard impersonater, we were able to increase attendance and make more money than ever before.</p> <p>Swain county did not hold any special fundraisers for NCS this year but increased their effort to contact individual donors.</p> <p>We had a full slate of golf teams for the golf tournament. We were very pleased with the service we received from the club and will be working with them again for the upcoming year.</p> <p>Jackson County donations were approximately the same this year with Ducks on the Tucks staying status quo for the year. In Macon County, little effort was put into one on one solicitation and there was a significant decline in personal donations.</p>
Did not increase membership of the board of directors..	Due to the increase number of board members, it became difficult to manage the board so it was decided not to add additional members this year. Had higher board participation in meetings and more effort in fund raising by board members. Previously inactive board members began to show more interest in what was happening with Southwestern Community College.

College Goals	2008-2009 Department Outcomes/Goals	Success Criteria (e.g. outcomes, enrollment increases)	Plan of Action (including resources needed)
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3,4,5,7	Raise Funds for Civil Engineering and other programs on campus	Increase ability to offer new programs	Will meet with individuals and businesses to seek donations for new programs. Will work with the grant writer to seek out funding.

