Highline College Institutional Effectiveness Department Report

2020-2021

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| **Department information**  |
| Department name | Foundation/Resource Development  |
| Date this report was completed | July 28, 2020 |
| Staff who contributed to this report | Josh Gerstman, Asha Bhaga, Tanisha Williams, Melissa Sell & Tatyanya Andreychenko |
| Department Mission statement (if applicable) | The Highline College Foundation works to support educational efforts of the college through scholarships, emergency need awards and special projects. We provide critical resources for granting access, enabling continued education and funding dreams. |

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| **Taking stock of 2019-2020**  |
| **Describe 2-5 major accomplishments for 2019-2020. For each accomplishment, identify the related objective or indicator from the Mission Fulfillment Report (MFR), and describe the evidence you used assess this accomplishment** |
| * The Foundation received its largest gift ever of $550,000 from the estate of Eva Gordon. These unrestricted funds will enable the Foundation Board to further the mission of the Foundation in support of granting access, enabling continued education and funding dreams. (Core them 4 Objective 2) (Evidence: Newspost and Foundation QuickBooks)
* The Foundation provided $197,000 to 245 students in emergency funding and $219,000 to 185 students in scholarship assistance (Core Theme 1, Objective 1, Indicator 1.3**) (**evidence: shared scholarship tracking spreadsheet, shared emergency fund tracking form)
* The Foundation initiated the COVID-19 Student Support Campaign and raised more than $150,000 from private donors, organizations, corporations and private foundations to provide flexible financial support for students impacted during the COVID-19 period (Core Theme 3- meeting needs of ever changing community) (Evidence- Foundation Gift Tracking reports)
* The Foundation worked with ACHIEVE to apply for and receive a $35,000 grant from Starbucks for Future Launch to provide a customized course for customer service and barista training leading to meaningful employment opportunities for ACHIEVE students (Core Theme 3) (Evidence: Graduation/Completion ceremony on July 30, 2020)
* The Foundation through the Highline College Foundation LLC engaged in a management contract with Capstone On Campus Management (COCM) to provide professional and expert management services for Campus View Student Housing. (Core Theme 2, Obj 2)

 (Evidence: Cite Management Contract and weekly reports from COCM staff) |
| **Department strengths** |
| * The Foundation staff works in concert and collaboration with the 12 member Foundation Board in pursuit of its mission and goals
* The Resource Development team had a staff member go through a reclass/restructure so that we have a full time program manager to manage the scholarship program, alumni relations and foundation support
* The Foundation Staff is highly tied into activities on campus through participation on committees and special projects
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| **Department challenges**  |
| * The work and impact of the foundation in supporting students is not directly measurable within the current core themes, because the financial supports the Foundation provides contribute to enrollment, persistence and completion but are not the prime drivers
* The overall economy and financial state of affairs impacts the Foundation’s ability to raise funds in a consistent and predictable manner; specifically as related to COVID 19 and its ongoing impact
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| **Areas you would like to improve** |
| * Continue to work with campus to refine the emergency fund application, review and award process so that a broader group of students can access and foundation staff can focus more externally on building community relationships to increase resources for students
* Move from a DEI Lens to DEI ingrained in all aspects of the work we do
* Foundation / resource development team to continue to work through administrative processes, identify and implement tools and resources (donor database) to aid in our work
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| **2020 - 2021 work plan development**  |
| **Goals:** Identify 3-6 goals for your department for 2020-2021. Each goal should be associated with the core theme objective or indicator that best relates to the desired outcome of your work. In parentheses after each of your goals, describe the evidence you plan to use to assess the achievement of that goal.Not every objective or indicator will have an associated goal from your department, and you are welcome to delete the Core Themes/Objectives/Indicators that are NOT directly related to your goals for 2020-2021.  |
| 1. **To raise $225,000 in emergency and short term assistance funds, including UWKC Grant of $100,000, additional private foundation grants, individual and org/corporate contributions (Core Theme 1, Objective 1, Indicator 1.3) (tracking in foundation quickbooks and campaign tracking reports)**
2. **Refine Foundation Scholarship process so that DEI is embedded in the application, review and award components, reducing barriers to apply and looking for areas where bias may exist in review. (Core Theme 2, Objective 2) (evidence will be seen in Awardspring Scholarship application platform and process)**
3. **Engage in a series of DEI workshop learning opportunities with Foundation Board to build cultural competency and understanding among our volunteer leadership to be better aligned with the work of the College in serving our students (Core Theme 2) (evidence will be a report on the workshops shared at Foundation Board Meetings)**
4. **The Foundation Board (engagement and fund development committee) will lead a series of community engagement forums to better understand the needs of the community and how the Foundation can support the College to meet those needs (Core theme 3, Obj 2, C2.1&2))**

**(Evidence will be the recap/report/recommendations of these forums)**1. **To reprise the annual Foundation Gala in a way that is suitable for the COVID/Post COVID-19 environment to celebrate the work of Highline College, recognize faculty and staff, and increase financial support for students. (Core Them 3, Objective 3 CI 3.1) (evidence will be the results of the Gala/event)**
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| **Suggestions to improve this report or process** |
| For the Foundation and IA teams, the core themes, objectives and indicators do not naturally lend themselves to the work we do to support students through outreach, engagement, recruitment, financial support and celebrating success. We certainly feel our work ties to them but we want to be able to further the connection and have some indicators that are directly reflective of the work we do and can be measured/evaluated in a more effective manner.  |