

# Bakersfield College 2018-2019

## Program Review – Annual Update - Non Instructional

Program Name: Bakersfield College Foundation

Program Type (Administrative, Student Affairs, Academic Affairs, Other): Fundraising and Endowment Management

**Bakersfield College Mission:** Bakersfield College provides opportunities for students from diverse economic, cultural, and educational backgrounds to attain Associate and Baccalaureate degrees and certificates, workplace skills, and preparation for transfer. Our rigorous and supportive learning environment fosters students' abilities to think critically, communicate effectively, and demonstrate competencies and skills in order to engage productively in their communities and the world

**Describe how the program supports the Bakersfield College Mission:** The mission of the Bakersfield College Foundation is to enhance the quality of the educational experience at Bakersfield College by raising funds for scholarships, capital projects and educational programs. The Foundation will do this by engaging the community through public relations, personal contacts, relationship-building and special events. The Foundation will also invest and successfully manage accounts to maximize Foundation revenue.

The Bakersfield College Foundation is a non-profit corporation organized for education, scientific, cultural and charitable purposes under and pursuant to the laws of the State of California. The purpose of the Foundation, which is an auxiliary of Bakersfield College and registered with the Internal Revenue Service as a tax-exempt, non-profit corporation under Section 501 (c) 3 of the federal tax code, is to promote the general welfare of Bakersfield College by:

- Assisting and supporting Bakersfield College in fulfilling its role in serving the community of which it is a part
- Soliciting, raising and distributing money, property and other assets for the construction of buildings, the purchase of equipment and for other capital outlay needs
- Soliciting, raising and distributing money, property and other assets for the awarding of scholarships, loans and grants to students.

### **Program Goals:**

A. List the program's current goals. For each goal (minimum of 2 goals), discuss progress and changes. If the program is addressing more than two (2) goals, please duplicate this section. Please provide an action plan for each goal that gives the steps to completing the goal and the timeline.

#### **1. Program Goal:**

Program Goal	Which institutional goals from the Bakersfield College Strategic Plan will be advanced upon completion of this goal? (select all that apply)	Progress on goal achievement (choose one)	Status Update – Action Plan

<p><b>1. Identify, track, cultivate and solicit our alumni and other friends</b></p>	<p><input checked="" type="checkbox"/> 1: Student Learning  <input checked="" type="checkbox"/> 2: Student Progression and Completion  <input checked="" type="checkbox"/> 3: Facilities  <input checked="" type="checkbox"/> 4: Oversight and Accountability  <input checked="" type="checkbox"/> 5: Leadership and Engagement</p>	<p><input type="checkbox"/> Completed: _____ (Date)  <input type="checkbox"/> Revised: _____ (Date)  <input checked="" type="checkbox"/> Ongoing: ___2016-2017_(Date)</p>	<p>We added nearly 100,000 new constituents last year. We have now completed the process of cleaning the data which took most of the year. We will now use the expanded database to reach out to our alumni more effectively</p>
<p><b>2. Expand, educate, cultivate, motivate, and solicit the Foundation Board</b></p>	<p><input checked="" type="checkbox"/> 1: Student Learning  <input checked="" type="checkbox"/> 2: Student Progression and Completion  <input checked="" type="checkbox"/> 3: Facilities  <input checked="" type="checkbox"/> 4: Oversight and Accountability  <input checked="" type="checkbox"/> 5: Leadership and Engagement</p>	<p><input type="checkbox"/> Completed: _____ (Date)  <input type="checkbox"/> Revised: _____ (Date)  <input checked="" type="checkbox"/> Ongoing: ___2016-2017_(Date)</p>	<p>We reinvigorated the Nominating Committee of the Board and added five new board members last year.</p>

**B. List new or revised goals (if applicable)**

**Program Goal:**

Program Goal	Which institutional goals from the Bakersfield College Strategic Plan will be advanced upon completion of this goal? (select all that apply)	Progress on goal achievement (choose one)	Status Update – Action Plan
<p><b>1. Conduct first alumni fundraising drive using recently updated database</b></p>	<p><input checked="" type="checkbox"/> 1: Student Learning  <input checked="" type="checkbox"/> 2: Student Progression and Completion  <input checked="" type="checkbox"/> 3: Facilities  <input checked="" type="checkbox"/> 4: Oversight and Accountability  <input checked="" type="checkbox"/> 5: Leadership and Engagement</p>	<p><input type="checkbox"/> Completed: _____ (Date)  <input type="checkbox"/> Revised: _____ (Date)  <input checked="" type="checkbox"/> Ongoing: ___2018/2019</p>	<p>Now that we have updated our alumni database we finally have a partial list of our alumni that we can solicit for support</p>
<p><b>2. Working with Financial Aid, we are reaching out to our students to</b></p>	<p><input type="checkbox"/> 1: Student Learning  <input checked="" type="checkbox"/> 2: Student Progression and Completion  <input type="checkbox"/> 3: Facilities  <input type="checkbox"/> 4: Oversight and Accountability  <input checked="" type="checkbox"/> 5: Leadership and Engagement</p>	<p><input type="checkbox"/> Completed: _____ (Date)  <input type="checkbox"/> Revised: _____ (Date)  <input checked="" type="checkbox"/> Ongoing: ___2018/2019</p>	<p>Flyers have been produced and information sessions have been</p>

encourage them to apply for scholarships

offered to help our students do a better job of applying for scholarships

### **Program Analysis:**

Take a look at your trend data (all programs should have some form of data that is used to look at changes over time). Please report on any unexpected changes or challenges that your program encountered this cycle:

How does your trend data (or other data your area collects) impact your decision making process for your program? Having added 120,000 alumni records to our database and having cleaned up the new names, checking for deceased, current phone numbers and addresses, and e-mail addresses, we are now ready to conduct an alumni giving campaign. This has taken years to get to this point. Having added a stewardship package to our scholarship program software and having added a financial manager to the Foundation staff, we anticipate doing a better job of donor stewardship. This will enable us to raise more money for the College, especially for scholarships

1. Evidence of Program Dialog of data
  - o If you have had time to review and discuss your program's data with members of your department, attach documentation of your discussion. Documentation can come in the form of minutes from meetings or retreats, email dialog or any other ways that show substantive discussion. **These matters are regularly discussed in our periodic office retreats.**
2. Were there any changes to student demographics (age, gender, or ethnicity) for the past cycle? **Not Applicable**
3. Equity gaps
  - o Please look for large differences, or gaps, between top performing groups and others. Consider how you could identify the reasons behind these gaps, and if there changes that could be made to reduce them. For in depth review of equity issues, and on changes that are being made campus-wide, please refer to the current [Bakersfield College Student Equity Plan](#). **Not Applicable**
4. Please describe any recent achievements of members of your area who have won awards or distinctions, new projects your area has implemented, professional development work, professional conference presentations or recently published work. **Several members of our staff have completed computer software training courses and will be attending a scholarship software conference next month.**

5. The college has embarked on significant efforts such as **Guided Pathways, affinity groups** and **completion coaching communities** to improve the success and completion rates of our students. Please describe what your program/department/office is doing to contribute to these efforts. **Several of our staff members participate in completion coaching communities and are active facilitating Guided Pathway initiatives**
6. Explain your role if you are involved in Dual Enrollment, Inmate Education, or Rural Initiatives. **Not Applicable**

#### **Assessment Report - Annual Update**

- A. List your Administrative Unit Outcomes (AUOs) **Not Applicable**
- B. How did your outcomes results inform your program planning? **Not Applicable**
- C. How do the Administrative Unit Outcomes align with Institutional Learning Outcomes? **Not Applicable**

#### **Analysis of Received Resources from Previous Cycle**

**Discuss the type of resources you received and their Impact on program effectiveness? The Foundation's budget is separate from the rest of campus. It is approved by the Foundation Board**

##### **Facilities:**

*If your program received a building remodel or renovation, additional furniture or beyond routine maintenance, please explain how this request or requests impacts your program and helps contribute to student success.*

- 1: Space Allocation
- 2: Renovation
- 3: Furniture
- 4: Other
- 5: Beyond Routine Maintenance

##### **Technology:**

*If your program received technology (audio/visual – projectors, TV's, document cameras) and computers, how does the technology impact your program and help contribute to student success?*

- 1: Replacement Technology
- 2: New Technology
- 3: Software
- 4: Other \_\_\_\_\_

##### **Other Equipment**

*If your program received equipment that is not considered audio/visual or computer equipment technology, please explain how these resources impact your program and help contribute to student success.*

##### **Conclusion:**

Present any conclusions and findings about the program. This is an opportunity to provide a brief abstract or synopsis of your program's current circumstances and needs. Consider this a snapshot of your program if someone were to only read this portion of your annual program review.

Working closely with Financial Aid, the Foundation has made great strides in making the scholarship program at BC better organized and more responsive to donor needs. This has resulted in more students receiving scholarships, more donations to the scholarship program and happier donors. Adding the Financial Manager has enabled the Foundation to have a clearer handle on the many trust and endowment funds the Foundation manages. This has resulted in faster, more accurate reporting to our foundation account holders. This helps all the College departments have greater knowledge on the monies they have available to them to use.

Regarding our alumni, we now have a far better ability to reach out to them so that they have closer, stronger ties to the College. This will help the College in myriad ways going forward in addition to just raising more money for College priorities.