



## 2015-19 Strategic Planning Guide

**Mission Statement:** The mission of the HACC Foundation is to develop and leverage strategic partnerships for financial support of teaching and learning at HACC.

**Vision Statement:** The HACC Foundation intends to double its impact within three years.

<b>Goals and Growth Priorities</b>  <i>(What do we want to achieve?)</i>	<b>Organize HACC Foundation Board to support College initiatives and priorities</b>	<b>Achieve established goals of the comprehensive fundraising campaign</b>	<b>Accelerate funding from allocations</b>	<b>Leverage total assets growth</b>	<b>Enhance public awareness of the College and HACC Foundation</b>
<b>Keys to Success</b>  <i>(What are the activities involved?)</i>	<ul style="list-style-type: none"> <li>Define roles, responsibilities and purpose of Foundation Board members</li> <li>Ensure HACC Foundation Board represents the entire college community and priority constituency base</li> </ul>	<ul style="list-style-type: none"> <li>Follow and modify (as needed) the fundraising campaign plan</li> <li>Use the campaign inserts</li> </ul>	<ul style="list-style-type: none"> <li>Solicit fund owners with low balances</li> <li>Cultivate, solicit and steward donors whose pledges have been paid or soon will be paid</li> <li>Promote the allocations process to employees</li> </ul>	<ul style="list-style-type: none"> <li>Hold investment manager accountable</li> <li>Follow the investment policy</li> <li>Ensure endowed funds are distributed per donor and fund agreements</li> <li>Achieve fundraising goals</li> </ul>	<ul style="list-style-type: none"> <li>Be ambassadors for the College</li> <li>Develop a speakers bureau</li> <li>Leverage partnerships</li> <li>Use social media</li> <li>Fully integrate the YOURS brand in HACC and HACC Foundation communication materials</li> </ul>
<b>Outcomes</b>  <i>(What will success look like by 2019?)</i>	<ul style="list-style-type: none"> <li>Have five Board members to represent the Gettysburg Campus, 10 to represent the Harrisburg Campus, five to represent the Lancaster Campus and five to represent the Lebanon Campus and five to represent the York Campus</li> <li>Have all Board members actively involved in cultivation, solicitation and stewardship of donors</li> </ul>	<ul style="list-style-type: none"> <li>Raise \$10 million for the Cooper Student Center renovation</li> <li>Raise \$2 million for scholarships</li> <li>Raise \$1.5 million for the President's Fund for Excellence</li> <li>Raise \$500,000 for Emergency Assistance Funds</li> </ul>	Award \$5 million (cumulatively) from Allocations Committee	<ul style="list-style-type: none"> <li>Achieve \$45 million in total net assets (value of the investment portfolio)</li> </ul>	Increase media coverage and social media engagement by 50 percent