<table>
<thead>
<tr>
<th>BC Foundation Goal</th>
<th>Work Plan</th>
<th>Lead</th>
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<td><strong>Goal #1</strong></td>
<td><strong>Fund Development:</strong> Secure financial commitments/contributions in the amount of $5-$10 million (July 1, 2022 through June 30, 2023)</td>
<td>CMS/SH</td>
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|                   | **College Strategic Directions:**  
|                   | ● Student Learning  
|                   | ● Student Progression & Completion  
|                   | ● Facilities & Technology  
|                   | ● Engagement with Community  
|                   | **Cultivate relationships with potential high-level individual donors**  
|                   | ● Fully utilize donor software to identify prospects and develop a plan for individualized proposals.  
|                   | ● Work with the college president to meet with potential major donors, to present opportunities and to develop specific proposals.  
|                   | ● Bring potential donors to campus to tour new buildings, especially Science & Engineering.  
|                   | **Collaborate with Kern CCD team to integrate fund development efforts between the college and the district.**  
|                   | ● Partner with district team in developing, promoting, and seeking support for projects, programs, and events that will benefit BC and the district and/or community  
|                   | **Maintain contact with current donors and educate them on opportunities to grow their participation**  
|                   | ● Continue production of PANORAMA newsletter of BCF (digital, plus printed to be mailed with donor thank you letters).  
|                   | ● Call/email current donors at least quarterly  
|                   | ● Develop annual Donor reports to send to Donors | CMS/CC/AC |
### Develop relationships with individuals, local businesses, and industry partners
- Lead or partner in presenting high-profile events that feature BC as an innovator, a thought leader, and a top producer of talent for local industries
- Work with BC faculty and leadership to identify employers/businesses that benefit from BC graduates’ skills and knowledge. Team up with departments to expand upon, or create new, relationships that will lead to new financial supporters.
- Cultivate relationships with potential mid-level donors through presentations and networking at local community groups and events

### Recognize major philanthropists and supporters at Sterling Silver
- Identify recipients’ of 2023 awards
- Strive to exceed previous year’s net income of approx. $50k

### Present full portfolio of options to donors interested in supporting BC Foundation/Alumni Association events.
- Create collateral materials with options for supporting high profile events and other donor opportunities, supported by individual promotional pieces for each opportunity.

### Grow value of scholarship donations and increase number of student applicants
- Revive Apply 4 Money campaign to encourage students to apply for scholarships
- Hold monthly campus student engagement booth for scholarship promotion
- Increase participation in donor/scholar event (to introduce more scholarship recipients to their donors than in 2022).
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| **Goal #2**
Strengthen relationship with campus community; increase awareness of how the BC Foundation can support departments on campus | Continue to meet at least annually with Department Deans to learn about their priorities and departmental needs.  
Conduct Foundation Flex Week educational sessions  
Participate in other departments’ activities such as Student Involvement Festival and New Student Convocation  
Reintroduce employee giving campaign  
  ● Update branding for the campaign | CMS/SH/CC/AC  
SH/CC/AC  
CC/AC  
CC |
| **College Strategic Directions:**  
  ● Student Learning  
  ● Student Progression & Completion  
  ● Leadership & Engagement | | |

Bakersfield College Foundation  
2022-2023 Work Plan  
Cheryl Scott, Susan Hubbell, Courtney Carter, Alyssa Cross
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<td><strong>Goal #3</strong>&lt;br&gt;Continue to increase alumni engagement and membership in BC Alumni Association</td>
<td><strong>Develop BCAA membership benefits and promote to membership</strong>&lt;br&gt;• Work with campus community to identify benefits&lt;br&gt;• Identify vendor of cost-effective membership cards and distribute to members&lt;br&gt;• Update full BCAA membership on elimination of membership fees and new member benefits&lt;br&gt;• Identify cost-effective approach to texting BCAA members about upcoming events and activities</td>
<td>CC</td>
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<td><strong>College Strategic Directions:</strong>&lt;br&gt;● Engagement with Community</td>
<td><strong>Create and present Renegade Promenade: Alumni, Family, &amp; Friends Day at BC to bring community and past, present, and current students and their families to campus</strong>&lt;br&gt;• Partner with Student Life and recruit other departments and organizations to participate in event&lt;br&gt;• Solicit event sponsors with a net income goal of at least $10,000&lt;br&gt;• Garner media and public attention that will heighten awareness of the BCAA and bring at least 1,000 people to campus</td>
<td>CC/AC</td>
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<td><strong>Continue to build enthusiasm for BC Alumni Hall of Fame, scheduled for June 22, 2023</strong>&lt;br&gt;• Coordinate public nominations of outstanding alums&lt;br&gt;• Solicit event sponsors with a net income goal of at least $20,000</td>
<td>CC/AC</td>
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<td><strong>Work with HR and others on campus to encourage alumni to pursue careers on campus</strong>&lt;br&gt;• Develop alumni-turned-employee spotlights on social media&lt;br&gt;• Promote BC job openings via alumni-oriented social media channels</td>
<td>CC/AC</td>
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## Bakersfield College Foundation

### 2022-2023 Work Plan

Cheryl Scott, Susan Hubbell, Courtney Carter, Alyssa Cross

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| **Goal #4**
Continue to build community awareness and engagement through Foundation and College participation in community events and activities, and through media coverage and social media promotion of college and Foundation-related activities | **Partner with BC Marketing and Public Relations in presenting media events and other activities to celebrate major gifts and accomplishments.**  
**Sponsor targeted community events and purchase tickets for selected representatives to attend on behalf of the College, District, and Foundation.**  
**Represent the Foundation and College in activities that connect local industry to the college and students**  
**Increase social media presence by 25% (BC Foundation & BCAA Facebook, Instagram, and LinkedIn accounts)** | CMS/CC/AC |
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<td><strong>Goal #5</strong> Develop planned giving program to encourage and facilitate estate gifts by potential donors and to introduce the concept to current donors</td>
<td><strong>Work with Crescendo, an Integrated Marketing for Planned Gifts company</strong>&lt;br&gt;• Develop Giving Website, branded and linked to supportbc.org&lt;br&gt;• Develop an annual plan for a campaign in planned giving&lt;br&gt;• Create Planned Giving Campaign Materials</td>
<td>SH/CMS</td>
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<tr>
<td><strong>College Strategic Directions:</strong>&lt;br&gt;• Student Progression &amp; Completion&lt;br&gt;• Engagement with Community</td>
<td><strong>Cultivate a list of Donors for Planned Giving specific Marketing</strong>&lt;br&gt;• update donor database to include birthdate of donors through Research Point</td>
<td>SH/CMS</td>
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<td><strong>Effective Marketing</strong>&lt;br&gt;• Develop bi-weekly and monthly newsletters from Executive Director&lt;br&gt;• Compelling Email Messaging&lt;br&gt;• Strong Online Presence through engaging social media posts</td>
<td>SH/CMS</td>
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<td><strong>Connect with Board of Directors, current and retired Employees</strong>&lt;br&gt;• Lunch &amp; Learn&lt;br&gt;• Provide Estate Planning Guide</td>
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