

LACCD Foundation Summit

Advancing Our Institution

Los Angeles City College
Student Union Building 3rd Floor Conference Room
April 17, 2015 • 10am to 2pm

Agenda

10:00 Opening Remarks – Chancellor Francisco Rodriguez

10:15 Where we are? – Selina Chi

10:45 Where we want to go?

Shared Common Goals developed by the District Foundation Roundtable.

11:00 How do we get there?

Break into Groups for Brainstorming

Group 1 - Naming Opportunities; lead by Raul Castillo

Group 2 - Alumni and Retiree Outreach; lead Robert Schwartz

Group 3 - Coordinated Grant Efforts; lead by Abby Arnold

12:00 Lunch

12:30 Report out on Group Ideas

1:30 Addressing Common Needs of Foundations for Advancing Institutional Effectiveness.

2:00 Adjournment

Donor Bill of Rights

- I. To be informed of the organization's mission, of the way the organization intends to use donated resources, and of its capacity to use donations effectively for their intended purposes.
- II. To be informed of the identity of those serving on the organization's governing board, and to expect the board to exercise prudent judgment in its stewardship responsibilities.
- III. To have access to the organization's most recent financial statements.
- IV. To be assured their gifts will be used for the purposes for which they were given.
- V. To receive appropriate acknowledgment and recognition.
- VI. To be assured that information about their donations is handled with respect and with confidentiality to the extent provided by law.
- VII. To expect that all relationships with individuals representing organizations of interest to the donor will be professional in nature.
- VIII. To be informed whether those seeking donations are volunteers, employees of the organization or hired solicitors.
- IX. To have the opportunity for their names to be deleted from mailing lists that an organization may intend to share.
- X. To feel free to ask questions when making a donation and to receive prompt, truthful and forthright answers.



LIEBERT CASSIDY WHITMORE

6033 WEST CENTURY BOULEVARD,
5TH FLOOR
LOS ANGELES, CALIFORNIA 90045
T: (310) 981-2000
F: (310) 337-0837

153 TOWNSEND STREET,
SUITE 520
SAN FRANCISCO, CALIFORNIA 94107
T: (415) 512-3000
F: (415) 856-0306

5250 NORTH PALM AVENUE
SUITE 310
FRESNO, CALIFORNIA 93704
T: (559) 256-7800
F: (559) 449-4535

550 WEST "C" STREET,
SUITE 620
SAN DIEGO, CALIFORNIA 92101
T: (619) 481-5900
F: (619) 446-0015

CASE Conference for Community College Advancement

Using Race and Gender in the Award of Scholarships: What it means for California Community College Foundations

10/2/2013

PRESENTED BY:

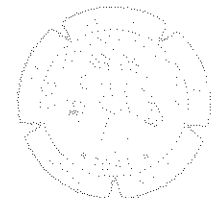
Frances Rogers

What is Advancement?

CASE – Council for the Advancement and Support of Education definition:

“Advancement is a strategic, integrated method of managing relationships to increase understanding and support among an educational institution’s key constituents, including alumni and friends, government policy makers, the media, members of the community and philanthropic entities of all types.”

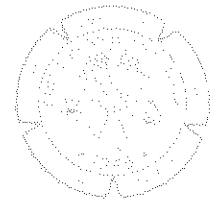
- ❑ **NCCCF / CASE** MOU – 2012
- ❑ **CASE** expanded its reach within the Community College system
- ❑ **NCCCF** expanded its contact base nationally



What does Advancement look like at ELAC ?

1. External Affairs - President / Foundation

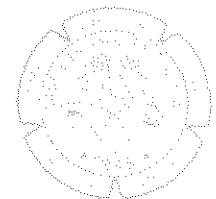
- **Articulate** the needs to foster support
- **Engage** in civic and corporate events
- **Establish** relationships with partners
- **Appeal** for financial support for the college
- **Advocate** for legislative support on behalf of college



What does Advancement look like at ELAC ?

2. Research and Planning - OIE

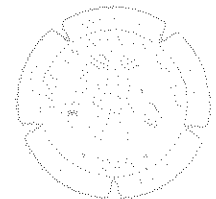
- ❑ Establish **data driven** decision making processes
- ❑ **Program Review, Strategic Planning, Accreditation**
- ❑ Internal and External **Scan, SWOT**
- ❑ **Provide Data for Program Evaluation**



What does Advancement look like at ELAC ?

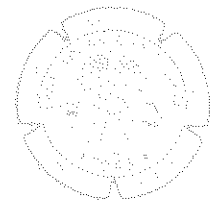
3. Resource Development - RIDO/ELAC Foundation

- ❑ **Competitive Grants** to support programs
- ❑ **Voter approved Bonds** for Buildings
- ❑ Fundraising **Events** to support programming
- ❑ **Alumni** outreach to develop scholarship funds
- ❑ **Gift Planning** to create endowments
- ❑ **Social Enterprise** to support operational costs



Alignment is Integral to Advancement

- ❑ Needs to be a **core function** of the **institution**
- ❑ Needs to be included in the **accreditation process**
- ❑ Needs to be involved in **program review** and **viability**
- ❑ Needs to include the **Foundation board** in **strategic planning**



Sources of Support since 2000

