

Golden West College

NON-INSTRUCTIONAL PROGRAM REVIEW

Spring 2016

Department Name: **Foundation**

Department Contact Information:

<u>Division/Department Manager</u>	<u>Phone #</u>	<u>Office Location</u>	<u>E-mail Address</u>
Bruce Berman	714.895.8316	Admin 124	bberman@gwc.

<u>Department Coordinator</u>	<u>Phone #</u>	<u>Office Location</u>	<u>E-mail Address</u>
None			

<u>Staff</u>	<u>Phone #</u>	<u>Office Location</u>	<u>E-mail Address</u>
Sheila Cox	714.895.8316	Admin 124	scox33@gwc
Ryan Chung	714.892.7711 X55001	Admin 124	rchung@gwc
Valerie Venegas	714.892.7711 X55117	H/S 130	vvegnas@gwc

NON-INSTRUCTIONAL PROGRAM REVIEW PROMPT

PROGRAM INFORMATION:

Assume the reader doesn't know anything about your program/department. Briefly describe your department and how your department supports one or more of [Golden West College's mission and goals](#). **This description will likely be used on your department's website.**

To promote and assist Golden West College by generating support for scholarships, capital needs and special projects; to assure quality education to the community for life-long learning and earning opportunities for the people and businesses in our service area, while enhancing the visibility of Golden West College in the community and building partnerships with individuals and businesses.

Program Contributions: Describe how your department contributes to the campus. Consider areas such as diversity, campus climate, student success, campus processes, student support, and other college goals below.

The Foundation contributes to all aspects of campus life by providing:

- Annual scholarships allowing 350 students (annually) to attend GWC,
- Wish List: small grants to faculty and staff allowing them to improve their educational services to students
- Grants to academic programs and service departments funding for equipment, supplies and professional development over and above what is provided by the college,
- Community relations by taking the message of the college to the communities the college serves,
- Developing relationships with the business community, internship opportunities for students as well as full and part time employment.

College goals (check all that apply):

- Institutional Mission & Effectiveness
- Instructional Programs
- Student Support Services
- Library and Learning Support Services
- Student Engagement
- Student Equity
- Human Resources
- Facilities & Campus Environment
- Technology
- Fiscal Resources
- Planning Processes

- District Collaboration
- Community Relations
- Business, Industry, Governmental Partnerships

External Requirements: Indicate any requirements that are imposed on your program/department by the state, federal regulations, or other external accrediting bodies (If applicable).

We must abide by:

- IRS regulations for our 501(c) 3 non-profit status.
- Department of Justice regulations regarding Opportunity Draws and Raffles.
- The Brown Act.
- Accepted financial processes as we are subject to external financial audits.
- The terms of the agreement between the Foundation / Golden West College / Coast Community College District.
- Alcohol & Beverage Control

REVIEW OF LAST CYCLE PROGRAM REVIEW

Provide assessment of your previous program review initiatives. Summarize any accomplishments that your program/department achieved. (2 pg. limit)

The previous Foundation Director had their goals and completed the 2013 Program Review. The new Director has developed new goals and is evolving the Foundation into a comprehensive fundraising organization and expanding community relations to the surrounding communities that provide the majority of our students.

Specific Accomplishments from 2013 – 2016:

- Increased participation at Chefs and Scholarships & Awards, measured by increased attendees and in net revenue.
- Increased participation and funds raised in each Gala. As a result we had to move locations to accommodate more attendees.
- Created the first annual Donor Appreciation reception honoring and thanking our donors. Donors gave positive feedback on this new event.
- Introduced, adapted and now using the best fund development software available – giving the office new capabilities and made fund development analysis possible.
- Purchased, developed and implemented a new interactive website, giving interactive capabilities to our donor base as well as allowing for online donations, event management, registration and payment for events. This service is being expanded to allow usage by college department.
- Increased college presence in the communities we serve by:
 1. Joining and being active participants in the Huntington Beach, Westminster, Fountain Valley and Seal Beach Chambers of Commerce.

2. Organized “State of the College” presentations to the cities of Huntington Beach, Westminster, Fountain Valley, Seal Beach and the Huntington Beach Union School District.
- Increased the financial support of the Scholarships & Awards ceremony enabling it to be a more successful event.
 - Reinstated the faculty & staff Wish List grant program in 2014 & 2015.
 - Supported the STAR Book loan program in 2013-2016.
 - Provided between \$750-850,000 in financial support to both students and college programs in 2013-2016.
 - Partnered with the Promotions Department to increase GWC presence in the communities we serve by:
 1. Mailed out 5000 Annual reports
 2. Posted signs & banners advising the community of GWC happenings
 3. Increased GWC presence on Channel 3
 - Added 48,000 names of GWC Alumni from 1989-present to our database and within 18 months should have ALL Alumni entered.
 - Developed relationships with six (6) local high schools, enabling them to raise funds in concert with GWC.
 - Opened doors for external organizations to have a presence on campus leading to increased recruitment opportunities.

SWOT ANALYSIS

Strengths:

- What does your program/department do well?
 - What do you believe your students, potential employers, or transfer institutions see as your program’s/department’s strengths?
- Provide financial assistance to Academic programs/departments
 - Grow the student scholarship program
 - Help with Student retention and recruitment
 - Capital Campaigns to provide for lifetime financial support of new instructional facilities
 - Raise funds annually for non- endowed scholarships
 - Fundraise for unrestricted dollars, used for capital needs, equipment for programs, textbooks for the library, support of the Veterans Resource Center and student scholarships.
 - Gala: Builds community engagement & friends of the college and raises unrestricted funds.

- Chefs for Scholarships: builds community engagement & friends of the college and raises scholarship funds for GWC students.
- Courtyard of Honor: builds community engagement & friends of the college, recognizes major donors and alumni who have made significant contributions to the community in their field of endeavor.
- Alumni identification: initial steps in bringing home GWC Alumni to support the college and creating an Alumni Association.
- Donor Appreciation Reception; recognition and appreciation event for all donors to the college. This event strengthens the bonds between the donors & GWC.
- Community Engagement: The Foundation represents the college to the community at large, creating partnership, internships & philanthropic opportunities by sitting on external community boards, Chambers of Commerce, task forces and committees.
- Donor cultivation & recognition: Key to philanthropic success. As a result of community engagement identification, cultivation, solicitation and recognition of new donors has increased.
- Continue to make the community aware of Golden West College through presentations at service organizations, city councils, boards of education and taking a leadership role on community / city boards and Chambers.
- Partner with community businesses to enhance their work force: Through community engagement and the Career and Technicology Education department, potential partnerships are being identified where appropriate training can be delivered on-site (of the business) making them more productive & competitive.
- Explore ways to enhance the positive image of the college through social media such as Foundation website, Facebook, Twitter and utilize new technologies as they become available.
- Participate with local organizations (Assistance League, Hospital Guilds, High Schools, etc.)
- Represented at four local Chamber of Commerce organizations, constantly showcasing students and the college.

Weaknesses / Barriers:

- In what areas does your program/department need to improve?
 - What are your program's/departments immediate needs?
 - What limitations or barriers is your program experiencing?
- Campus awareness and support of fundraising efforts
 - Appropriate staffing to allow all-encompassing fundraising
 - Expand Resources –The Foundation contributes \$750,000 - \$850,000 annually to college support. With additional staff, the Foundation could increase the amount significantly.

- Explore ways to enhance the positive image of the college through social media such as: Foundation website, Facebook, Twitter and utilize new technologies as they become available.

Opportunities

- What opportunities exist for your program/department?
- What opportunities exist that may allow your program/department to expand/improve on efficiency?
- What external funding opportunities are available for your program/department? (If applicable)
- What partnerships/collaboration (internal, district-wide, and external) can be established or expanded to the benefit of your program/department?

Expand & Improve:

Donor Cultivation

- Alumni Association – with proper staffing
- Community Integration
- Naming opportunities
- Foundation Auxiliaries (Patrons, Hens & Chickens)

Donor Recognition

- Courtyard of Honor
- Donor Appreciation Reception
- Donor Recognition at Scholarships & Awards

Fundraising

- Gala
- Chefs for Scholarships
- Campus raffles to support specific programs
- Expand private fundraising and major giving
- New Capital Campaigns
- Initiate Planned Giving
- Expand grant applications to federal & state agencies as well as private & corporate foundations
- Continue to engage the communities we serve to increase their awareness of GWC & result in increased financial support

Community Engagement

- GWC is represented at four local Chamber of Commerce organizations, constantly showcasing students and the college

- Build partnerships with corporations, businesses and community members
- Community engagement breakfasts that brings the community up to date on what is happening on the campus, as well as a focused dialogue on what GWC can do for the community
- GWC actively participates with local organizations (Assistance League, Hospital Guilds, High Schools, etc.)

Social Media / Technology

- Explore ways to enhance the positive image of the college through social media such as: Foundation website, Facebook, Twitter and utilize new technologies as they become available.

Threats/Challenges

- What challenges exist for your program/department?
- What budgetary constraints is your program/department facing?
- Are there upcoming changes to state and federal regulations that will impact your program? Elaborate.
- In order for the Foundation to do more we need support for operations to increase, to allow for proper staffing and reach a goal of 100% of donations going to their intended purposes.
- Expand the Foundation Board with enthusiastic, influential community members
- Significant competition from local non-profits
- Higher cost of running fundraisers
- Overworked support staff
- Increasing financial needs of Students

PROGRAM DATA AND ANALYSIS

Measures of Scope of Program (Who does your department serve? How many do you serve?)

- Student Number of Students Served: 5824 (Scholarships & STAR Book Program)
- Faculty Number of Faculty Served: 98 (Wish List)
- Staff Number of Staff Served: 149
- Managers Number of Managers Served: All Managers

Measures of Effectiveness/Customer Satisfaction?

- What type of data did you use to measure customer satisfaction? Provide your analysis of the data.

N/A

- What type of data did you use to measure departmental accomplishments? Provide your analysis of the data.

We used both subjective & objective data to measure accomplishments:

- Did we meet the dollar goals for each project? Yes, Measureable by funds raised.
- Did we meet the participation goals? Yes, Measurable by number of attendees/participants.
- Did we meet goals in sponsorship? Measurable by dollars raised and number of sponsors acquired.
- Did we increase community relations? Measurable by activities.
- Did the new processes initiate increase productivity? Yes, new software and website utilization. Measurable & subjective.

Measures of Efficiency/Productivity

- What type of data did you use to measure improvements in efficiency and productivity? Focus on:
 - Time
 - Personnel
 - Other Resources

The Foundation has kept stayed on track with all duties and tasks from last year plus implemented new Foundation software, developed and implemented a new interactive web site, took on new responsibilities for the Art Gallery, Co-chaired the 50th Anniversary activities and developed and implemented more stewardship activities. We are now more productive and can operate more efficiently than previous years.

Review of Budget/Expenditures

Provide a breakdown of your allocated budget and actual expenditures

Click here to enter text.

Golden West College Foundation					
Proposed Budget for the 2015-2016 Fiscal Year					
Revenue:		2016 Proposed	2016 District Funds		
	Gala net earnings	128,000			
	Vending	8,000			
	Foundation investment account	20,400			
	Foundation Management Fee	60,000			
Total Revenue		216,400		6,173	
Costs and Expenses:		Balance	Budget	Balance	Budget
03-7000-7000-567000-0000	Supplies	(133,21)	1000	2150	3647
03-7000-7000-566200-0000	Audit	2200	2200		
03-7000-7000-511000-0000	Awards	200	200		
03-7000-7000-561500-0000	Bank Charges	6,547	12,000		
03-7000-7000-566400-0000	Board Insurance	618.40	1500		
037000-7000-511200-0000	Book Fund for Students (STAR)	0.00	5,000		
03-7000-7000-562500-0000	Conferences	879	1000		
03-7000-7000-553000-0000	Donor Recognition (Courtyard / Donor Rec.)	(25,360)	20,000		
03-7000-7000-561600-0000	Investment Management Fees	9620	40,000		
03-7000-7000-562800-0000	Meeting Expense	648	2000		
03-7000-7000-533000-0000	President's Discretionary funds	(1300)	3000		
03-7000-7000-568000-0000	Printing/Graphics (Annual report +)	(250)	10000	231	2026
03-7000-7000-554000-0000	Outsource major gifts	5000	5000		
03-7000-7000-564500-0000	Software Maintenance	(100)	19,000	4725	500
03-7000-7000-509000-0000	Professional Experts (John Wordes/Mark Cre	3645	4,000		
03-7000-7000-558000-0000	Recruitment/Outreach	26	1,500		
03-7000-7000-561700-0000	Scholarship Deficit Funds	900	1,000		
03-7000-7000-513000-0000	Scholarships & Awards Ceremony	3000	3000		
03-7000-7000-531000-0000	Special Allocation	(1438)	5000		
03-7000-7000-502000-0000	Staff Support - Clerical	17,527	40,000		
03-7000-7000-535000-0000	Wish list	17,161	40,000		
Total Costs and Expenses	As of April 12, 2016	50,443	216,400	2344	6173
Proposed on June 16, 2015					

PROGRAM PLANNING

Based on your analysis of previous program review and current data/information:

- What does your program want to accomplish in the next three years?
- A. To evolve from an event-based Foundation to a comprehensive fundraising Foundation by: utilizing the appropriate software, increasing stewardship activities, increasing the size of the Board of Directors with "A" level members, creating appropriate Board subcommittees, increasing the number of scholarships and their dollar value, working more closely with all College Departments to help them identify and meet their needs outside of their operating budgets, running a capital campaign in support of the CJ Scenario Village, increasing the number of major donors contributing to GWC, co-chairing the 50th anniversary activities and raising \$150,000 in sponsorships for the activities .
- B. To identify all Alumni from GWC from 1966-present time and enter them into RE. At the same time, where possible, share with all Departments their Alumni information.
- C. Community Relations: Implement and continue partnerships with Huntington Beach, Seal Beach, Fountain Valley and Westminster Chambers and their

members; through the President's Office make State of the College presentations to the City Councils of Seal Beach, Huntington Beach, Westminster, Fountain Valley, Garden Grove, Los Alamitos and Stanton as well as to the Huntington Beach, Garden Grove and Los Alamitos High School Districts on an annual basis; develop and maintain relationships with Service Organizations (Rotary, Kiwanis, etc.) within our catchment areas.

D. Oversee the College Gallery with the goal of becoming a community gallery frequented by the community and by attaining self-sufficiency three years from now.

E. Oversee and integrate into the foundation, special events and scholarships through the coordinator position.

- **What** areas does your program plan to improve?

We plan to improve/initiate all goals mentioned above.

- What specific actions will you take to improve upon those areas?

Regarding A: Fine tune Raisers Edge to meet our needs, fine tune our new website to meet our needs, purchase Foundation and Major Donor search software and use it to increase grants and major gift cultivation and solicitation; increase the size of the Board of Directors by 6-10 Board members; plan a mini campaign for scholarship funds; meet with Departments to identify needs over and above what the operating grant supports and help meet non-recurring needs; plan and implement, in conjunction with the Dean of CJ, a \$3.0 M campaign to fund the Scenario Village; utilizing the major donor search software cultivate new major donors to GWC; and approach potential sponsors to fund a portion of the 50th anniversary activities.

Regarding B: Work with work-study students and the Director of Records and Admissions to identify, record and enter into RE the names and demographic information of all alumni from 1966-present.

Regarding C: Attend Chamber activities representing GWC, develop relationships with appropriate Chamber members in conjunction with appropriate College Departments (i.e. working with the Dean of Career and Technical Education) partner with businesses in need of training the College could deliver, and maintain and expand relationships with the City Councils and Boards of Education in our catchment area.

Regarding D: Work with the Dean of Arts & Letters along with the art gallery Curator to produce "art" shows which will attract community participation. Accept works of art to be sold to develop and grow an endowment capable of sustaining the gallery operations.

- Regarding E: Work with the coordinator and Foundation staff to integrate coordinators responsibilities with the Foundation.

- **How will you assess whether your program has accomplished those goals?**

The Foundation will assess the accomplishment of specific goals by the following:

- Increased Board members
- Increased stewardship activities
- Increased number of scholarships
- Implementation of the Capital Campaign
- Increased Alumni database
- Increased participation and attendees to the “Community” Art Gallery
- Continued growth of Community Relations, to new cities in our catchment area.

RESOURCE ALLOCATION

In order to accomplish those goals, what resources do you need? You will need to fill out the resource request forms and include them with your Program Review Report.

The Foundation wants to reserve the right to develop a mid-term request for shared personnel in the areas of:

- a. Grant Writing
- b. Alumni Development

Program Updates Checklist

- (X) Department Contact Information is up to date: Department Chairs, full-time faculty, classified
- (X) Organization Chart: Verify that it is up to date: (q:\college information\org charts) Report necessary changes to the Director of Personnel

Program Manager and VP Review

Complete this section after reviewing all program review information provided. Mgr and VP are to separately indicate the level of concern for the program that exists regarding the following Program Vitality Review (PVR) criteria. Add comments for any item marked with a 1 or 2.

(Scale: 0 – No concern at all, 1 – Some concern, 2 – Serious Concern)

Mgr/VP

- (0) () a. Significant declines in the quantity and/or quality of services from over multiple years
- (0) () b. Precipitous decline in participation in the program
- (1) () c. Significant change in facility and/or availability and cost of required or necessary equipment
- (0) () d. Scarcity of qualified faculty, staff, or management
- (0) () e. Incongruence of program mission with current college mission and goals, or state mandates, etc
- (1) () f. Budgetary issues that warrant significant change in services provided
- (0) () g. Negative impact on other programs caused by the organization or management of this program
- () () h. Other _____

Signatures, Individual Comments

Department Head: *Dwight Seaman*

Date: 4/29/16

Comments:

President: *WSP*

Date: 4/29/16

Comments:

No further review necessary

We recommend this program for Program Vitality Review

Justification:

I have read the preceding report and accept the conclusions as an accurate portrayal of the current status of the program.

(mark (X) as a signature and type names)

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