

2019-2021 THREE YEAR OPERATING PLAN

Mission: Education is the key to an excellent future. The Spoon River College Foundation actively seeks resources to provide excellent educational opportunities at Spoon River College.

- **Scholarships** --Flow-through, General, Named Endowed, Dual Credit, Student Trustee and All American Honors
- **Technology/Facility Upgrades** --Technology Enhanced Classrooms, computers and computer labs, Interactive Video System, audio/visual/presentation equipment, special technology, furniture/furnishings, instructional equipment, new or renovated buildings; signage
- **Annual Program Support** – Innovation grants; arts/humanities; athletics; receptions; special programs for targeted populations; community programs; SRC Alumni Association events

Support is generated through a variety of funding mechanisms

- Annual or Regularly Scheduled Sustainability Campaigns
- Grants
- Memorials/Bequests/Planned Giving
- Named Endowed Scholarships (Interest Earned) or other scholarship solicitations
- Major Gifts/Capital Campaigns/Naming Rights for facilities/rooms
- Special Events
- General contributions

Strategic Initiatives

- I. To increase the opportunities for scholarships for all Spoon River College Students
 - Create and implement a plan to secure additional scholarship awards for (1) dual credit; (2) short-term credentialing; (3) part-time students; and (4) adult students
 - Seek financial partners to offset costs incurred by “Running Start” students at Canton High School, and similar programs which involve students ineligible for financial aid
- II. To secure resources to enhance college facilities, technology and instruction
 - Implement administrative and organizational changes as recommended by Development Assessment firm and agree to work with Board of Trustees to prepare for capital campaign
 - Create and implement a plan to increase developmental focus in Macomb area, both for short-term and capital campaign
 - Create and implement strategies to capitalize on momentum of the completion of the multipurpose facility (i.e. brick campaign, targeted gifts to rebuild Canton facility line, etc.)
 - Work toward and complete goals of The Snapper Spawn Campaign for athletics, student life, and alumni engagement
 - Increase use of social media and social media analytics to mine for potential donor prospects
 - Work with the college to explore feasibility and effectiveness of a new workforce lab in Macomb to expand offerings of Career and Technical Education courses to regional high school and college students

- Work with SRC Board of Trustees to erect new signage near Co. Hwy. 22 & Canton-Cuba Blacktop and/or at main entrance to college

III. To facilitate programs which connect individuals to Spoon River College and the Foundation

- With proceeds from Snapper Spawn Campaign, launch an aggressive annual campaign that especially targets alumni, first through direct mail, potentially expanding to other media
- Create and implement first time donor program that increases and improves stewardship and retention of donors
- Work with area financial advisers, banking professionals, trust departments, attorneys, estate planners, funeral homes, etc. to increase participation in legacy giving
- Work with area financial advisers, banking professionals, and trust departments to increase participation in living gifts
- Host annual fundraising event in Havana or Rushville, with each site hosting an event once every two years