

2021-2023 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 students; (2) short-term credentialing students; (3) part-time students; (4) adult students; and (5) non-credit 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
 - Begin preparations, committee formation, and initial meetings for capital campaign to complete the upgrades to the Macomb Outreach Center
 - Create and implement a plan to increase developmental focus in Macomb area, both for short-term and capital campaign
 - 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
 - Support aesthetic improvements/upgrades to grounds/facilities at all five SRC facilities
 - Continue to build unrestricted funds to maximize flexibility of funds to meet needs of SRC and students quickly.

- III. To facilitate programs which connect individuals to Spoon River College and the Foundation
- 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 planned gifts
 - Consider ways to involve current students with donors and the Foundation to teach them the importance of thanking and giving back
 - Launch mass e-mail outreach program to further connect alumni, donors, and friends of the college to SRC and the Foundation.