

# STRATEGIC PLAN 2021-2026



## Goal 1

### **CREATE and COMMUNICATE** a bold, new, positive case for growing flexible funding to support our students.

#### Strategies:

- Position the Foundation to raise more unrestricted funds through story-telling.
- Deliver monthly social media donor impact stories.
- Institute an annual communication plan with periodic donor impact stories.

## Goal 2

### **INCREASE FUNDRAISING** effectiveness to grow 5% annually by engaging alumni, businesses, and the community.

#### Strategies:

- Establish fundraising goals for multiple key indicators that include new donors, donor retention, total raised unrestricted dollars, College programs, and grant awards.
- Measure and respond to short-and long-term solicitation and donor trends.
- Shift from event-based to relationship-based fundraising.
- Expand the alumni database.
- Dedicate resources to strengthen relationships in the local business community.

## Goal 3

### **CONTINUOUSLY BUILD AND DRAW** upon the strength of the Foundation Board members as advocates for the College.

#### Strategies:

- Leverage Board member relationships with Capital Region community and business groups.
- Adopt the College's Diversity, Equity & Inclusion policy.
- Add an educational component to Board meetings.

### **REFINE THE SCHOLARSHIP PROGRAM** to maximize funding available to support the student experience.

#### Strategies:

- Expand the Gift Acceptance Policy to include specific guidelines for named scholarships.
- Establish and refine division-specific scholarship funds.
- Broaden scholarship offerings.
- Hire a second Stewardship Officer to oversee donor relationships.



## Dear Alumni and Friends,

Thanks to generous benefactors like you, the Schenectady County Community College Foundation has many recent accomplishments to celebrate.

Over the past five years, the Foundation completed a \$3.6 million capital campaign for endowed scholarships and the new Learning Commons. During the pandemic, philanthropic dollars supported the College with \$100,000 for COVID relief efforts, as well as \$500,000 to help keep the cost of tuition down. The Foundation was also the recipient of two \$1 million gifts; the two largest donations ever made in the College's 50-year history.

In order to maintain the momentum of these successes, the Foundation embarked upon a 12-week strategic planning process on November 30, 2020. The process was 100% virtual in order to keep our friends and colleagues safe in the midst of the global health crisis.

The work of the Strategic Planning Committee, co-chaired by Dr. Leslyn Williamson and Ms. Susan Zongrone '85, began with analysis of the Foundation's strengths, weaknesses, opportunities and threats. Next, we talked with key stakeholders, and gathered feedback from alumni survey respondents. Foundation Board members participated in a virtual retreat over the course of three days. And finally, draft goals were vetted with focus groups.

On March 10, 2021, the Foundation Board of Directors adopted four strategic goals that will drive our work over the next five years. With this strategic framework, and your continued support, the Foundation is poised to amplify the many voices of SUNY Schenectady throughout the Capital Region and beyond.

*With sincere thanks,*

**STEADY H. MOONO, ED.D.**  
President

**LYNN D. MANNING**  
Foundation Chair



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