Hartnell College Office of Advancement

Presentation to Academic Senate

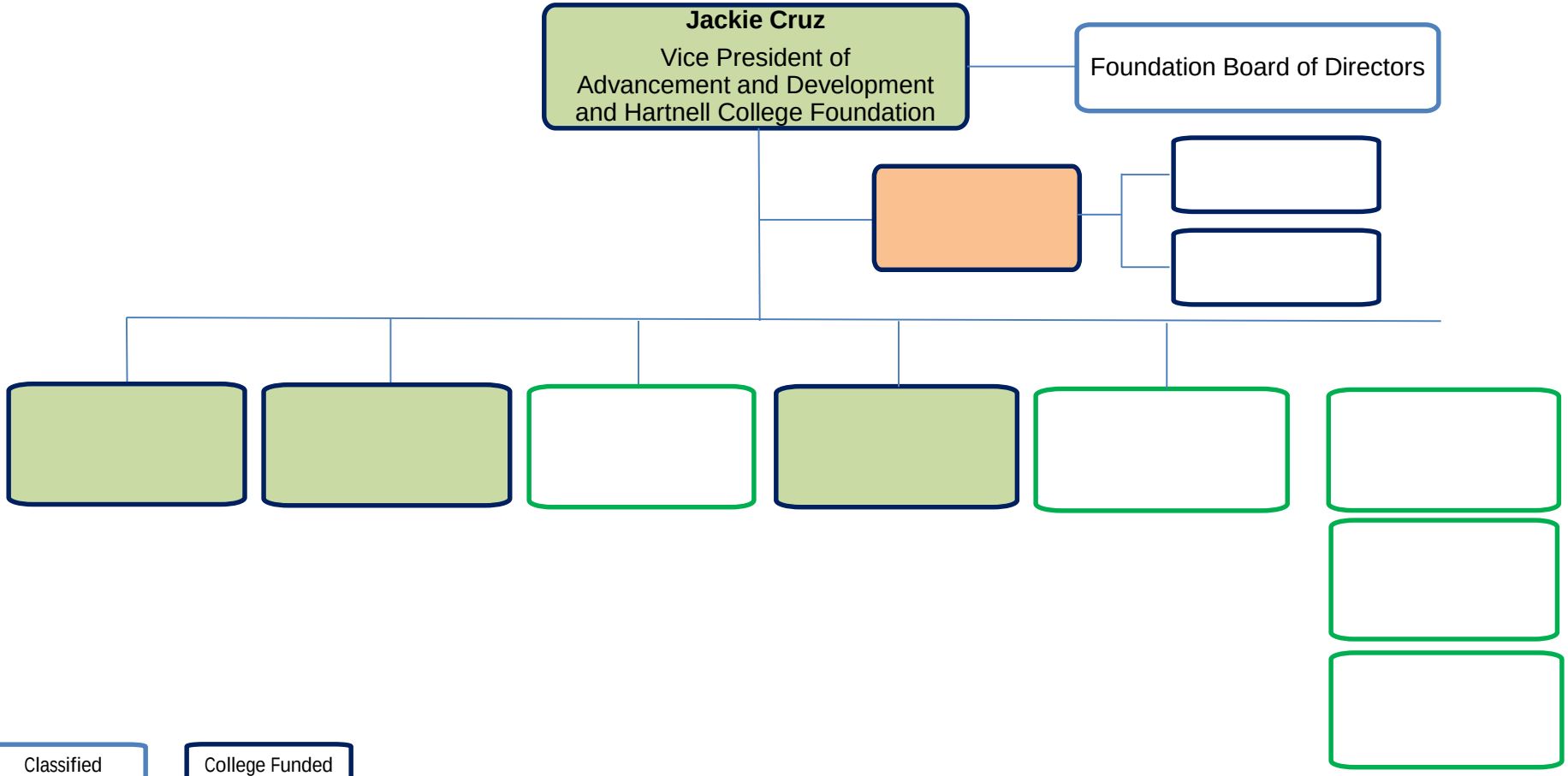
Jackie Cruz, Vice President of Advancement
Michele Peregrin, Director of Grants Development

Tuesday, May 12, 2020

Where We Are

HARTNELL COLLEGE

Hartnell College
Office of Institutional Advancement/Foundation



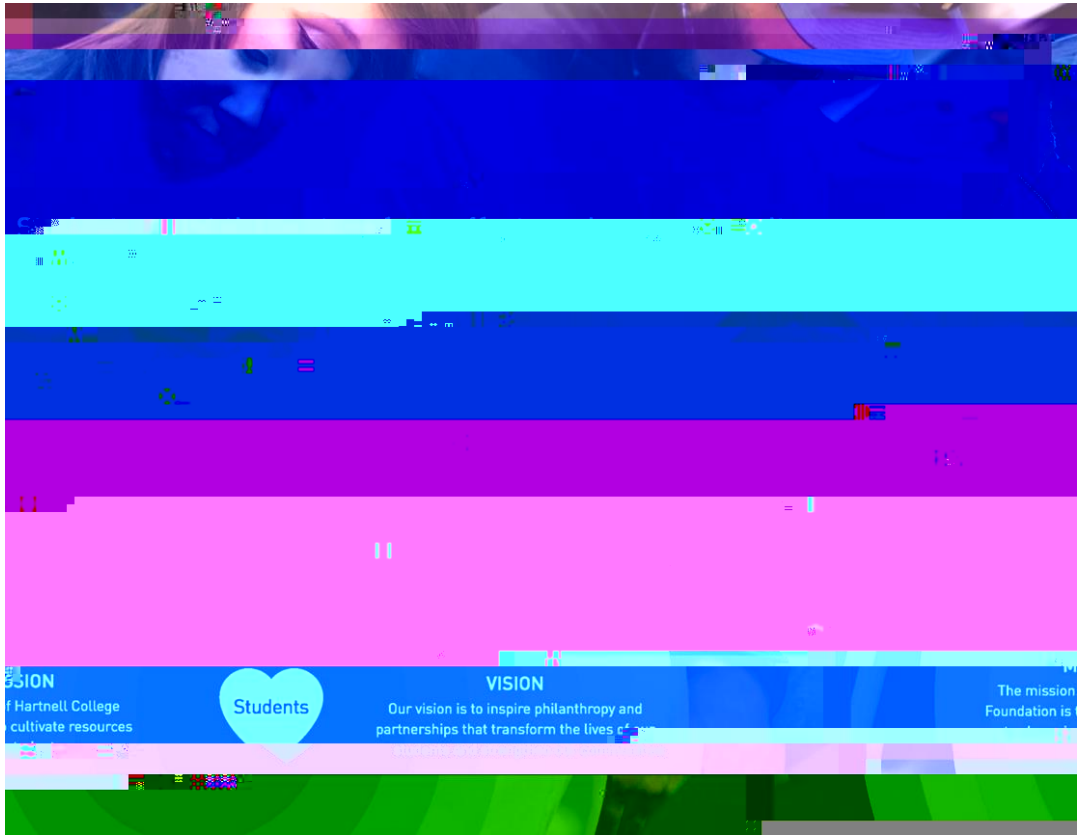
Where We Want To Be

HARTNELL COLLEGE

Advancement Overview

HARTNELL COLLEGE

Mission and Vision



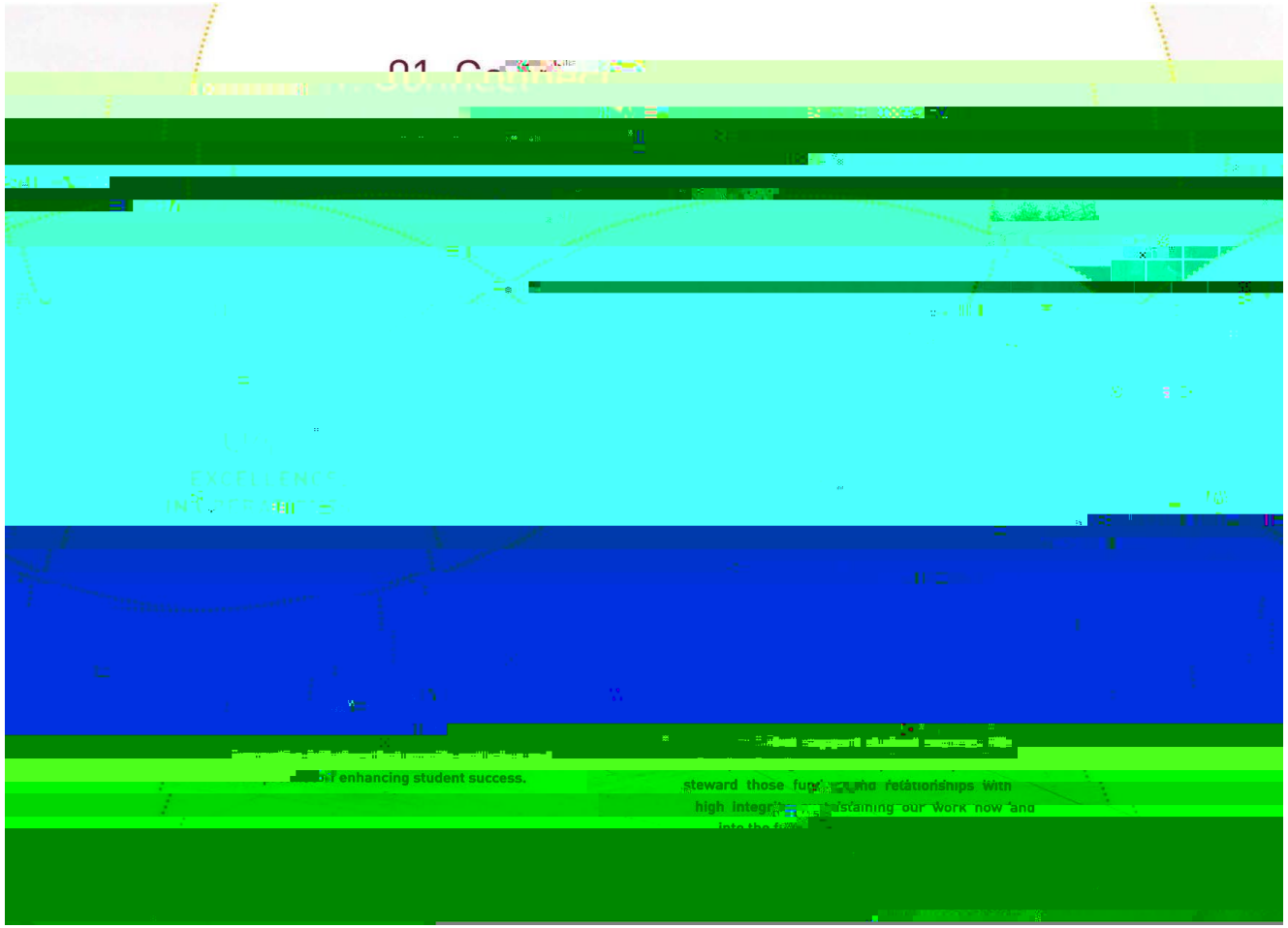
Direction

- Student's at the heart
- Advancing the College

What We Do

What we do

➞Connect ➞Grow ➞ Catalyze



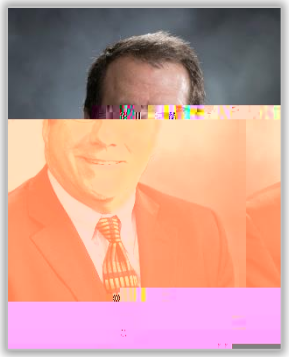
How We Do It

How we do it

- Board
  - 33 Board Members
- Committees
  - 20 Committee
  - 350+ Volunteers
- Alignment with the college
- Donors and foundations
  - 3,977 individuals
  - 947 businesses
  - 68 foundations

Staff

SCOTT FAUST, Director of Communications



Advertising/marketing, media relations, communications (donors, internal, crisis) websites and more.

ROSIE ARMSTRONG, Director of Workforce Development

Supports enhancement of partnerships in Agriculture and Healthcare sectors via Salinas Valley Five Cities partnership; engage and convene stakeholders to address workforce gaps.

Staff

ALEEN STODDARD, Project Manager

Manages and oversees the roll out of new projects, including the Salinas Valley Promise, President's STEM Task Force, Better Careers, and the Alumni Campaign.

TERRI UGALE, Executive Assistant

Executive Assistant for the Vice President of Advancement and Development
Office Management for Hartnell College Foundation and Board of Directors support

KIRA BONA, Accounting Manager

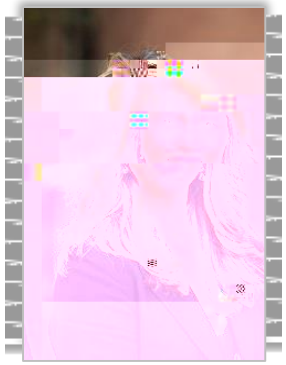
Accounting Services to the Foundation

NONITA FORTMAN, Database Manager

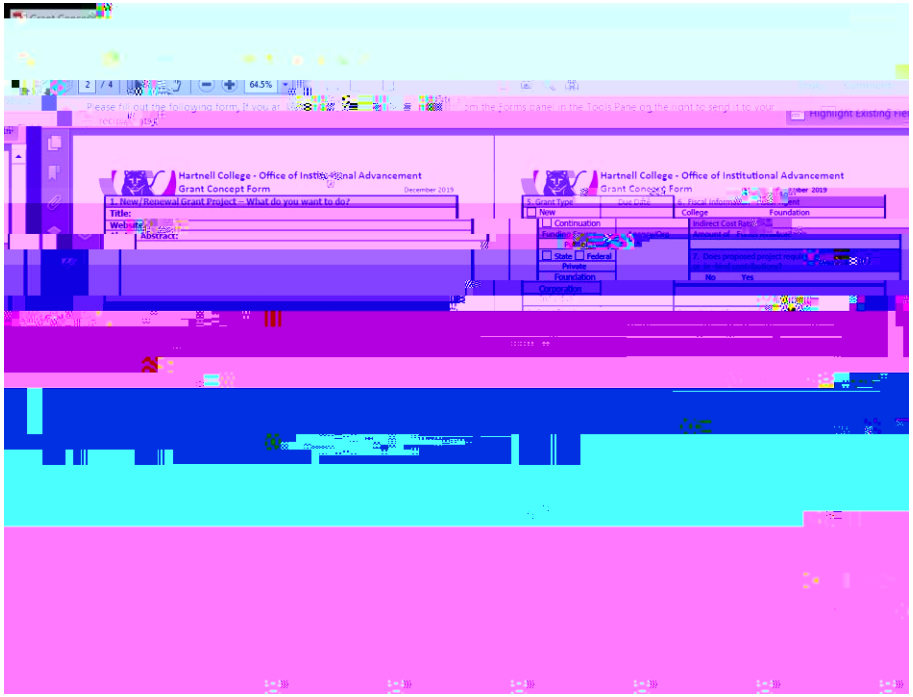
Database management of gifts, constituents and prospects.

Grants

MICHELE PEREGRIN, Director of Grants Development

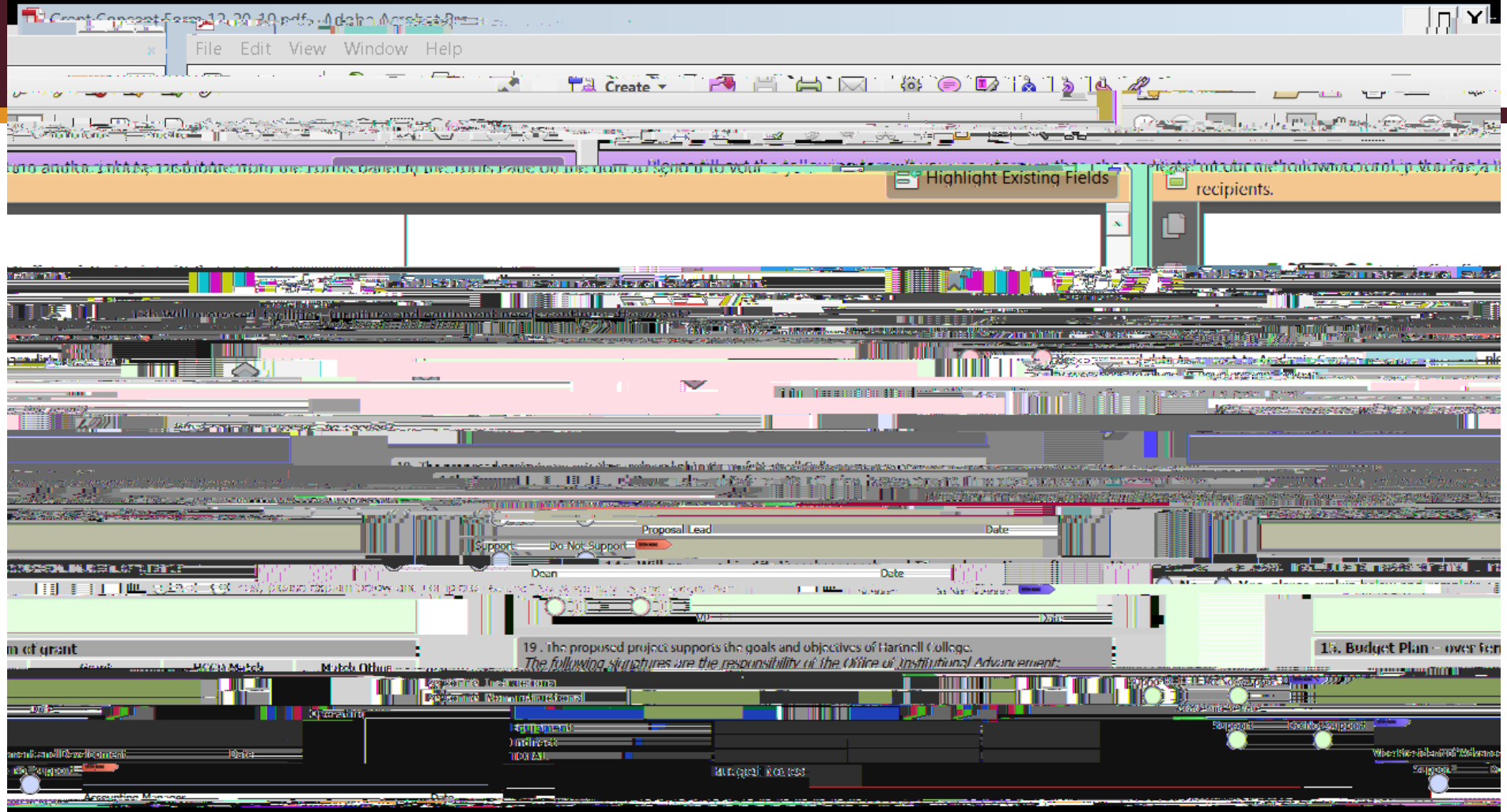


Identifies grant opportunities, coordinates the development and submission of proposals, and reports on (private grant) activities.



<u>Public Grants Impact</u>

- The 2019-2020 college public grant revenue= $9M
- The goal is to raise $3M in new grants annually
- The 2018-2019 new grant totals= $4.4M
- The total budget for the college is $48-50 million


File Edit View Window Help
Create
Highlight Existing Fields
recipients.
Proposal Lead
Date
Support
Do Not Support
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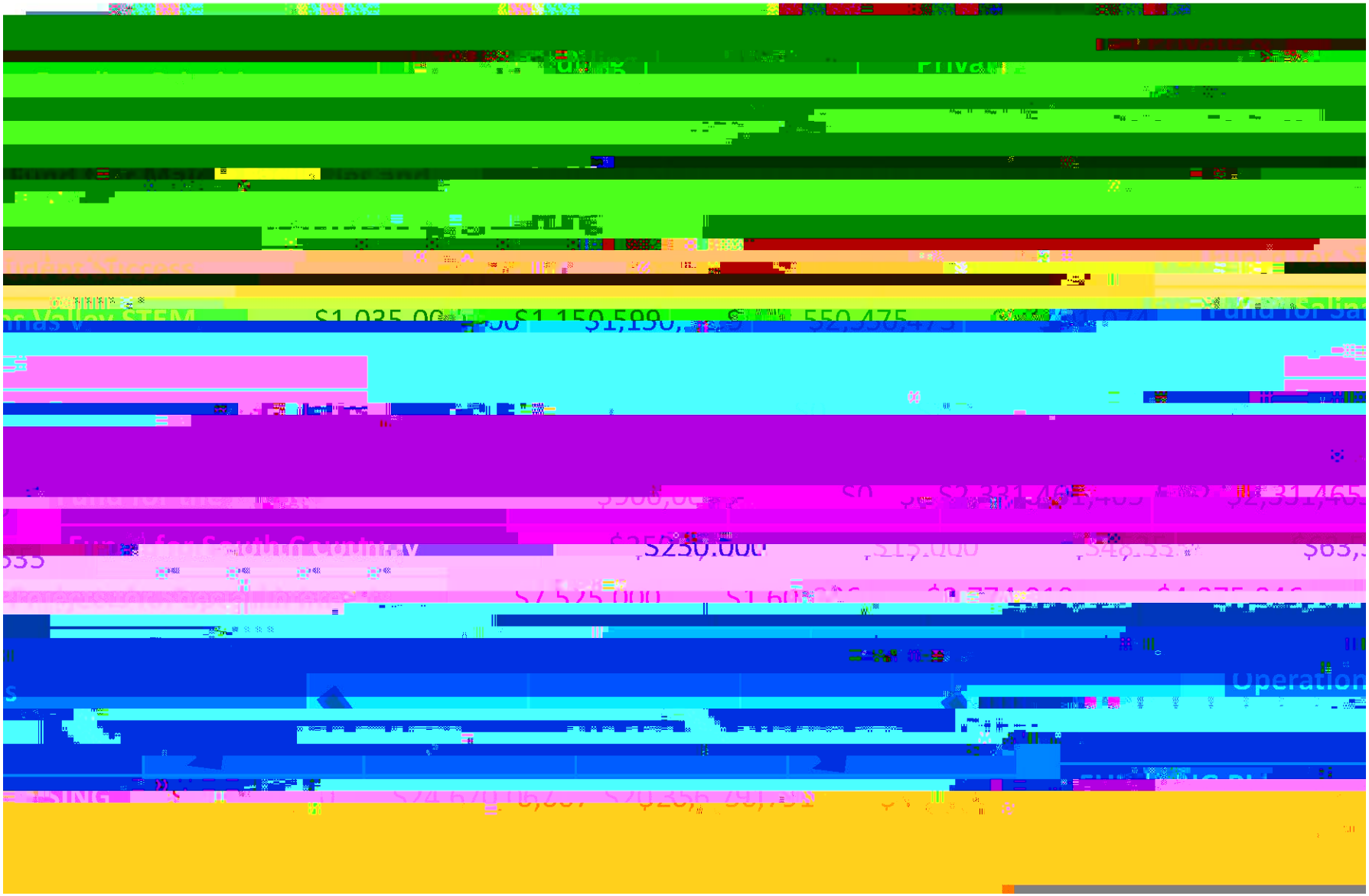
Date
19. The proposed project supports the goals and objectives of Hartnell College.
The following signatures are the responsibility of the Office of Institutional Advancement:
Date

President's Task Force 2012-2017

HARTNELL COLLEGE



Better Careers- A New Initiative

HARTNELL COLLEGE

Objective: Create a new job placement system at the college that is aligned with the college strategic plan and redesign.

Core elements:

A for work-based learning and direct student services, from career readiness to direct placement;

Dedicated with sector specific knowledge and employer relationships, who act as connectors to work-related opportunities;

An expanded selection of , including thoQ2Midn ng7(ni040,4 0

Better Careers- A New Initiative

HARTNELL COLLEGE

COVID-19 Response

HARTNELL COLLEGE

COVID-19 Response

HARTNELL COLLEGE

GOAL: $1.15 million

$800,000 for laptop computers (2,100 @400.00, including software)
$200,000 for wireless service hot spots (1,000 hot spots including device for 6 months)
$100,000 for crisis counseling (over 2,000 hours of mental health counseling for students in need)
$50,000 for emergency scholarships (100-200 scholarships of $250-$500 to meet basic needs, such as food, rent, formula, etc.).

Raised:$275,000 (as of 5/12/2020)

Website link to COVID-19 Response Fund:
https://hartnellfoundation.org/support-us/

Thank you!

How can we best collaborate with the Academic Senate in the future in order to support student success?

Other thoughts?

Questions?