1. Describe your service/office/non -instructional program in terms of its overall effectiveness over the past several years .

Please consider the questions below in des cribing your area.

· What are your area

This s ection must be completed   for ALL services/offices/non   -instructional   programs, including those   scheduled for a comprehensive review   in spring 201   5.

A. DATA & TRENDS

1. Provide available data and information   that define target recipients   of the service/office/non   -instructional program   , including   numbers /size, types and characteristics/needs   of current and   potential users, students,   client s, and /or other relevant   populations   . List the sources of this data and information.

Foundation Board of Directors   31 members representing diverse community, business and philanthropic perspectives (hartnellfoundation.org)
Donors   7,798 donors and 20,404 gifts captured in database (The Raisers Edge)
2012-2017 Funding Plan - $12,491,118 raised toward $14,159,500 goal as of February 10, 2 015
New Programs   Science Building Capital Campaign; The Western Stage Capital Campaign and Group of Minds Audience Surveys; Athletics Fund Development
Alumni   44,000 in alumni database not being adequately served
Planned Giving   limited capacity to develop relationships with alumni especially 34 highest rated, and 4,814 in the next tier
Culture of Philanthropy   5 of 11 colleg

supporters including alumni and plan ned giving. Over the last year, we have dedicated fundraising staff that are physically located close to their areas; this presents exciting opportunities for engagement and it has highlighted a gap in our administrative capacity to coordinate and support the operation. Funding strategies and opportunities for humanities and arts are not as industry driven as other disciplines and we will look to alumni for input. Alumni and Planned Giving Council prospects hold huge promise for the institution; and need dedicated staff. The Foundation currently has three staff members focused on our donor base of 7,800 ; public grants; private grants and funding committees; and major gifts and planned giving. The challenge now is the capacity to work with our alumni list of 40,000 peop le. Planned Giving and Alumni Relations , increasing support for other departments/disciplines, and administrative coordination can only be accomplished with additional staff resources. The breadth and depth of outstanding projects at Hartnell College attract funders. Th ese projects are life-changing for our students and impact our culture. Philanthropic investors are expecting a more complex relationship with the college; they want to be more than our bank ; they want a meaningful partnership. We want this too , and it takes additional time and

The Office of Institutional Advancement and Hartnell College Foundation is open Monday through Friday from 8am 5pm. This does not adequately represent the significant staff time and effort that supports many college, community and philanthropic events during other days and hours of the week. In addition to our main hub in Building E, we have staff located in Building K, Building H, and on the Alisal Campus. The location that we do not have a regular presence at is the King City Center.

Communications Due to the large amount of responsibilities under the Director of Communications, the work gets done 24/7 per se. There

OUTCOMES

SERVICE AREA OUTCOMES

Each serviceunit/office/non -instructional progr

A group developed the process with input from staff and faculty, administrators and executive cabinet. The process was presented in various venues and information was added to the Foundation website. The process was evaluated with a survey. The results were presented to the Advancement Council.

2. Describe assessment activities that need to be strengthened or improved. What are the challenges to achieving these improvements?

Assessment activities adequately provide for evaluation and continuous improvement of the grants development process. The President s Task Force needs to be reconvened to review and provide advice on progress to date and any additions to the long term funding plan.

C. PREVIOUSLY SCHEDULED ACTIVITIES

This subsection focuses on activities that were previously scheduled. An activity can address many different aspects of your service/office/ program, and ultimately is undertaken to improve or enhance your service/office/program, and keep it current.

Activity scheduled	What success has been achieved to date on this activity?	What challenges existed or continue to exist?

A.iv. Athletics $212k toward $1.3M
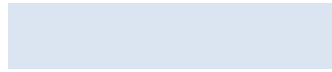
Activity	Strategic Plan Goal(s) No. & Letter (e.g., 5A)*	Related SAOs, SLOs, PLOs, or goals	Desired

* See Appendix A for a list of the 11 goals in the college's Strategic Plan.

*** Please complete items 2a -e immediately below for EACH new activity. ***

2. This item is used to describe how the new activity, or continuing new activity, will support the service/office/program .

Consider:

- Faculty
- Other staffing
- Facilities
- Equipment (non -

New activities are reflected in proposed new SAOs to be measured in 15-16.

e) What are the barriers to achi   eving success in this activity?

Personnel and support are needed to increase operational capacity.

B. RESOURCE REQUESTS

If new/additional resources are needed for your service/office/program , it is important that you identify them and project their cost , and that these resources and costs be considered through the Colleges integrated planning (budget development, funding decision making, and resource allocation) processes. A resource is likely to be something needed to support an activity that you have identified in IIIA above, in which case you must link the resource with a specific activity number (first column below).   The first activity listed should be the most important; the second activity listed the second most important, etc.   A resource could also be something necessary for your service/program to function properly to improve student learning, such as updated equipment in a room/facility ; in such case be sure to note that the resource is NOT tied to a specific activity .

Activi ty   Personnel
   No.   C

APPENDIX A . Strategic Priorities & Goals
(from Hartnell College Strategic Plan 2013 -2018)

Priority 1: **Student Access**

Goal 1A: Hartnell College will provide higher education, workforce development, and lifelong learning opportunities with seamless pathways to all of the college s present and prospective constituent individuals and groups.

Priority 2: **Student Success**

Goal 2A: Hartnell College will provide a supportive, innovative, and collaborative learning environment to help students pursu e and achieve educational success.

Goal 2B: Hartnell College will provide a supportive, innovative , and collaborative learning environment that addresses and meets the diverse learning needs of students.

Priority 3: **Employee Diversity and Development**

Goal 3A: Hartnell College is committed to 1) increasing diversity among its employees; 2) providing an environment that is safe for and inviting to diverse persons, groups, and communities; and 3) becoming a model institution of higher education whose respect for diversity is easily seen and is fully integrated throughout its policies, practices, facilities, signage, curricula, and other reflections of life at the college.

Goal 3B: To attract and retain highly qualified employees, Hartnell College is committed t o providing and supporting relevant, substantial professional development opportunities.

Priority 4 : **Effective Utilization of Resources**

Goal 4A: To support its mission, Hartnell College is committed to the effective utilization of its human resources.

Goal 4B: Hartnell College is committed to having its physical plant, furnishing s, and grounds maintained and replaced in a planned and scheduled way to support learning, safety, security, and access.

Goal 4C: Hartnell College will maintain a current, user -frie

Priority 5 :