

Esmeralda Montenegro Typed Name of Manager (Required) *	Date				
Manager's Comments (Required for Com	prehensive Review only)				
Jackie Cruz					
Typed Name of VP (Required) *	Date				
VPAA Comments (Optional):					
* To indicate the person has reviewed for completion and approved for submission					

Please complete this section for services/offices/non-instructional programs scheduled for comprehensive review in spring 2017. Go to Section II for services/offices/non-instructional programs scheduled for annual review in spring 2017.

COMPREHENSIVE REVIEW

# A. OVERALL SERVICE/OFFICE/PROGRAM EFFECTIVENESS

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 describing your area.

2. What staffing factors/challenges have influenced					

This section must be completed for ALL services/offices/non-instructional programs, including those scheduled for a comprehensive review in spring 2017.

### A. DATA & TRENDS

1. Provide any relevant data and describe any relevant qualitative factors that affect service/program provision, office functioning, and the evaluation of the service/office/non-instructional program. List the sources of this data and information.

[Enter your response in the table cell below. The box will expand as you enter text:]

The Office of the Vice President Advancement and Development supports two governance bodies, the Advancement Council and the Hartnell College Foundation (HCF) Board of Directors.

#### Advancement Council

The Advancement Council convenes monthly during the academic year to review and recommend the annual Advancement and Development work plan with resource identification. The council annually evaluates the work accomplished and provides a forum for input from council members. The Advancement Council reviews each of the

# Hartnell College Foundation Board of Directors

The full HCF Board of Directors meets four times a year, the Executive Committee meets five times per year, and additional committees including the Nominating Committee, Finance Committee, Investment Committee and Audit Committee meet periodically. Committees and Advisory Groups that receive support from the Office of the Vice

## B. SERVICE/PROGRAM MODALITY

1. Please describe how you provide your services to intended recipients? You should include physical locations, how you interact with others (phone, online, face-to-face, etc.), hours of operation, and staffing.

[Enter your response in the table cell below. The box will expand as you enter text:]

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. The Office of Advancement does not have a regular presence at the Alisal Campus or King City Center.

2. Compare service/program quality provideBT/F&

Activity scheduled	What success has been achieved to date on this activity?	What challenges existed or continue to exist?	When do you expect this activity to be completed?
Drive strategic decision- making informed by data	management and program planning through implementation of Academic	Analyst/Donor Cultivation Specialist	When adequately resourced
2. Connect community and industry interests with the opportunities to give, engage and share at Hartnell College	Developed and implemented strategic relationship management plan. To complete and continue plan requires additional capacity.	Analyst/Donor Cultivation Specialist	When adequately resourced

The Strategic Plan for Operations was completed and has already proven to be a great resource for the organization. We have achieved tremendous success in several items identified in the strategic plan, in fact most of the goals were to be delivered by 18-19 and we have achieved many of them this year.

Private Funding goal exceeded by 2 million each year- having record breaking years and placing our foundation among the top 5 in California and top 25 in the Country

Public funding goals exceeded by \$700,000 one year and next year by 6 million

Legacy gifts secured are \$5.5 million in one year

We expanded our database donor relations from .25-.75

We expanded accounting from .5 to .75

The public Grants Director is now a college position

We have hired a director of workforce development paid with external funds

We have developed a donor cultivation aW\*nBT8 T7terirelan, this2(.)-e(a)3(a)3(vinnc)4(e)4(ss]T84(r da)1onre)4(I5)4