

Making  
college dreams  
come true  
since 1987



FOUNDATION



**STRATEGIC PLAN**

# STRATEGIC PLAN

The Collin College Foundation Strategic Plan will tackle 5 Big Hairy Audacious Goals (BHAG) which will be accomplished via 16 objectives and 36 specific actions over a three-year period.

**BHAG**

5

**OBJECTIVES**

16

**ACTIONS**

36

**TIME FRAME**

FY 23 - FY 25  
*September 1, 2022 –  
August 31, 2025*

# OUR GOALS



## SCHOLARSHIPS

Providing funding for every qualified student with need who wishes to attend Collin College



## BOARD ENGAGEMENT STRATEGY

All Foundation Board Members identify Collin College Foundation as one of their top three charitable causes



## ALUMNI

All alumni engaged in service or philanthropy



## BRANDING

Become the premier model for all community college foundations nationally



## ENDOWMENTS

Foundation at \$50 million in assets by 2027



# SCHOLARSHIPS

## Objectives

- Increase scholarship capacity to allow for all students who apply to receive an award
- Provide scholarships to all students who have demonstrated financial need
- Inventory of what the Foundation is funding that is not scholarship related

# *The* **PRIDE**



**ALUMNI & FRIENDS**

## **ALUMNI**

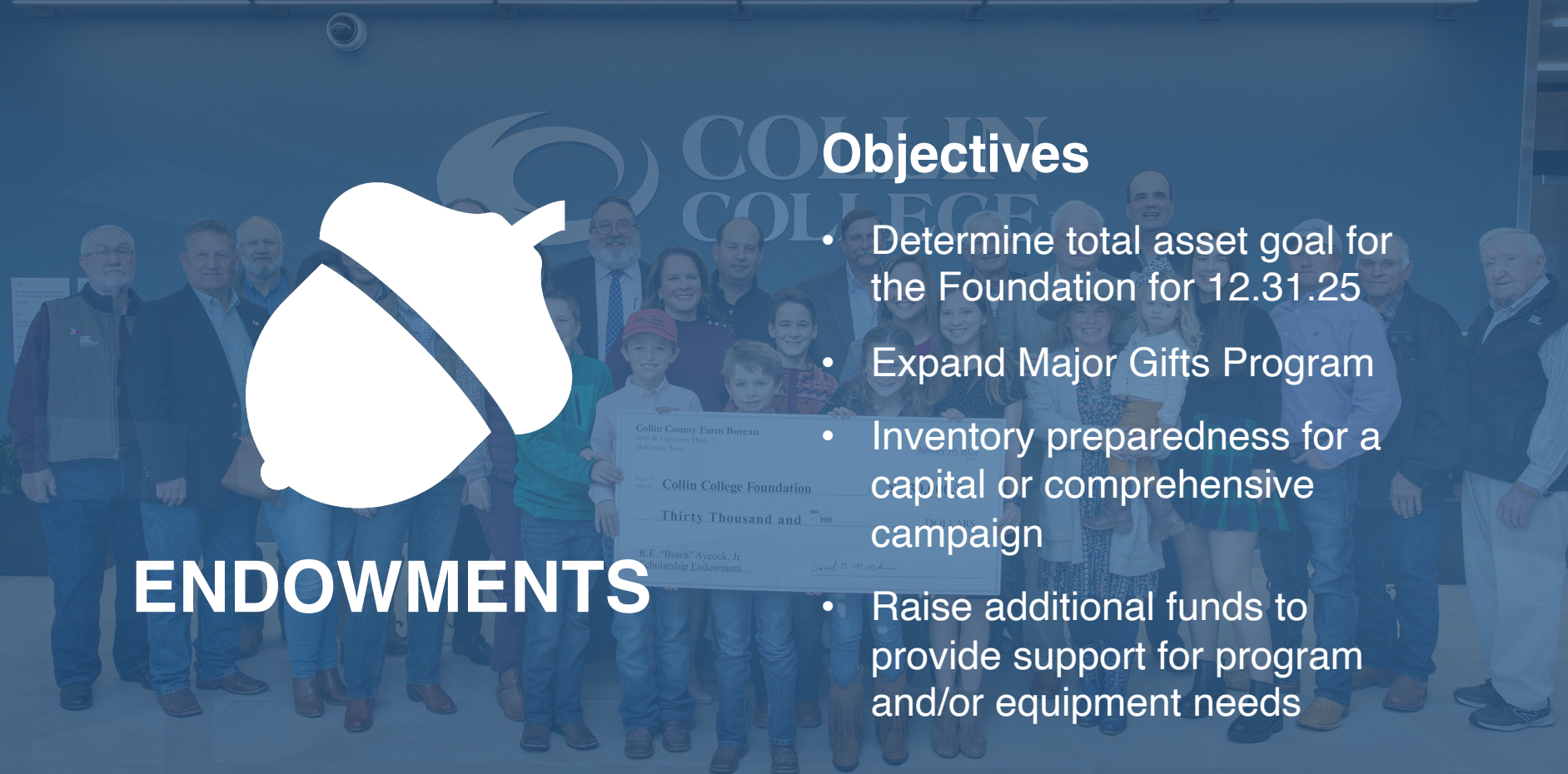
### **Objectives**

- Enhance communication channels for alumni engagement
- Recognize and honor successful alumni
- Solicit alumni for donations
- Reconvene the Alumni Council

## Objectives

- Determine total asset goal for the Foundation for 12.31.25
- Expand Major Gifts Program
- Inventory preparedness for a capital or comprehensive campaign
- Raise additional funds to provide support for program and/or equipment needs

# ENDOWMENTS





## Objectives

- Create new partnerships for funding via relationships of Board Members
- Launch Planned Giving Program

# BOARD ENGAGEMENT STRATEGY



# BRANDING

## Objectives

- Establish a culture where everyone wants to be part of the President's Circle
- Inspire the community to want to be part of funding education through the Collin College Foundation
- Explore establishing partnerships with other organizations and associations to raise brand awareness



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FOUNDATION



*and so the  
adventure  
begins*

# FOUNDATION