

STRATEGIC PRIORITY 1-STUDENT EMPOWERMENT - Empower more students to earn MPC degrees and certificates

Strategic Objective	Measurable Goal	Q3 Progress Update
<p>1a. Improve visibility of the MPC Foundation and its resources among degree- and certificate-seeking students.</p>	<p>1a.2. Feature two promotional stories regarding MPC graduates supported by MPC Foundation scholarships and programs by August 2023...</p>	<p><i>Complete:</i> We developed a video featuring Gerson, an MPC alumni who participated in an internship funded by the MPC Foundation. We also featured promotional “Alumni in the News” stories in our August e-newsletter about two successful scholarship recipient alumni who had made headlines (Valery and Nicholas). Additionally, the HSI STEM program at MPC recently created video vignettes featuring alumni, some of whom received support from the Foundation, so we are looking forward to collaborating in promoting and sharing those soon.</p>
<p>1b. Support MPC’s enrollment recovery and growth by increasing scholarship awards for degree- and certificate-seeking students.</p>	<p>1b.3. Partner with a minimum of 6 youth organizations (CASA, Boys and Girls Clubs, etc.) in collaboration with SOAR by Sept 2023 to ensure our local youth are aware of and understand scholarship opportunities.</p>	<p><i>In Progress:</i> Foundation staff met with SOAR staff and determined that there were no youth organizational partnerships that currently existed. MPC Foundation staff was given the lead. The following youth organizations were selected: Rancho Cielo, Boys & Girls Club, CASA of MC, Community Partnership for Youth, First Tee of MC, and Young Life Salinas Valley. Outreach is in process and we look forward to developing partnerships as the scholarship application season begins (Dec. 1).</p>
<p>1c. Adjust current scholarship application process and timeline to support submission of applications by incoming first-year students.</p>	<p>1c.1. Develop and implement a plan no later than August 2023 to increase the number of incoming first-year students attending scholarship workshops or scholarship assistance appointments by 10% over the 2022/2023 baseline by 2024/2025.</p>	<p><i>In Progress:</i> The plan has been developed and is being implemented in the 24-25 Scholarship Cycle. In 2022-2023, only 4 incoming first year students were present either virtually or in-person at our scholarship workshops. In 2024-2025 we plan to increase attendance by holding at least one workshop at a local high school, and increase these workshops at other schools in future years. We will also expand marketing of the workshops through high school visits in collaboration with SOAR.</p>

STRATEGIC PRIORITY 2- COMMUNITY AWARENESS AND ENGAGEMENT - Increase engagement with MPC Foundation's vision, mission, and initiatives throughout the college and local communities

<p>2a. Develop a strategy to nurture and grow relationships with MPC faculty retirees, staff retirees, and emeriti.</p>	<p>2a.1. Create and implement an ongoing communication campaign for retirees and emeriti faculty no later than September 2023.</p>	<p><i>In Progress:</i> The plan has been created. Implementation will begin following the hiring of a full-time Administrative Assistant, who will support the Exec. Director with key tasks outlined in the plan. We hope the position will be filled in November 2023.</p>
<p>2c. Improve recognition of the MPC Foundation and its function throughout Monterey County.</p>	<p>2c.1. Develop and implement a plan to capitalize on Measure V opportunities to engage the community, including communications and naming opportunities, no later than June 2023.</p>	<p><i>In Progress:</i> The Campaign Planning & Advisory Group developed Naming Guidelines to Supplement AP 6620 and BP 6620, which is making its way through the College's participatory governance process. In addition, staff has begun identifying potential donors to contact about naming opportunities once these guidelines are approved.</p>

STRATEGIC PRIORITY 2- SUSTAINED GROWTH - Ensure long-term support of the college and its students.

<p>3b. Formalize data gathering and analyzes to drive strategic planning to support growth.</p>	<p>3b.1. Develop feedback mechanisms for events and ensure improvements are incorporated on a yearly basis by July 2023.</p>	<p><i>Complete:</i> A post-event survey was sent to attendees at the President's Award luncheon on 8/25/23, and to Gala attendees in late October. Results were reviewed by the event planning teams and are being utilized to make adjustments for future events.</p>
	<p>3b.2. Formalize measurable fundraising goals for all Foundation campaigns and events and perform ROI analyses against those goals by September 2023.</p>	<p><i>In Progress:</i> Beginning with a staff retreat during the summer, staff began discussing ROI analyzes and identified five key events/campaigns to focus on: Lobo Hall of Fame, Boosters, Gala, Scholarships, and Evans CIP. We are in the process of collecting data to perform a more in-depth analysis, with goal setting sessions scheduled for later this year.</p>