

STRATEGIC PRIORITY 1-STUDENT EMPOWERMENT - Empower more students to earn MPC degrees and certificates		
Strategic Objective	Measurable Goal	Q3 Progress Update
1b. Support MPC's enrollment recovery and growth by increasing scholarship awards for degree- and certificate-seeking students.	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.	<i>(Carried over from Q3) 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 during scholarship application season.
1c. Adjust current scholarship application process and timeline to support submission of applications by incoming first-year students.	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.	<i>(Carried over from Q3) 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 workshops at local high schools. We will also expand marketing of the workshops through high school visits in collaboration with SOAR.
STRATEGIC PRIORITY 2- COMMUNITY AWARENESS AND ENGAGEMENT - Increase engagement with MPC Foundation's vision, mission, and initiatives throughout the college and local communities		
2a. Develop a strategy to nurture and grow relationships with MPC faculty retirees, staff retirees, and emeriti.	2a.1. Create and implement an ongoing communication campaign for retirees and emeriti faculty no later than September 2023.	<i>(Carried over from Q3) In Progress:</i> The plan has been created. Implementation will begin in early 2024 following the hiring of a full-time Administrative Assistant, who will support the Exec. Director with tasks outlined in the plan.
2c. Improve recognition of the MPC Foundation and its function throughout Monterey	2c.1. Develop and implement a plan to capitalize on Measure V opportunities to engage the community, including	<i>(Carried over from Q2) 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

County.	communications and naming opportunities, no later than June 2023.	process. In addition, staff has begun identifying potential donors to contact about naming opportunities once these guidelines are approved.
2.d. Increase interaction of MPC Foundation with MPC administrators, staff, and faculty.	2.d.1 Improve visibility, accessibility, and transparency of FASA process to increase grant applications by 5% annually from 2023 through 2025 (total 15% increase).	<i>Did Not Meet 2023 Goal:</i> In 2023, we increased visibility, access, and transparency regarding the FASA program by posting information on MPC's new intranet, adding information to the Faculty Handbook (provided to newly hired faculty), posting a more detailed calendar on our website to help potential applicants understand the process/timeline, and presenting to the Academic Senate and newly formed Classified Senate. Despite these efforts, we did not see an increase in applications; in fact, 31 FASA applications were submitted in 2023, compared to 32 in 2022. We will continue to increase outreach to faculty and staff in 2024, and will also be launching a more proactive campus giving campaign.
2.e. Establish and implement a process for engaging MPC alumni, especially former award recipients.	2.e.1 Increase the number of identified alumni in our database by 5% annually from 2023 through 2025 (total 15% increase), to include a subset of scholarship and grant recipients.	<i>Complete/Exceeded 2023 Goal:</i> We added 1,241 new alumni records to our database in 2023, which resulted in a 148% increase over the baseline of 840 records. All alumni records were scholarship applicants, with the majority being scholarship recipients.
STRATEGIC PRIORITY 2- SUSTAINED GROWTH - Ensure long-term support of the college and its students.		
3.a Establish and achieve financial growth goals	3a.1 Grow unrestricted donations and revenue by 2% annually from 2023 through 2025 (6% increase) to sustain MPC Foundation operations.	<i>Did Not Meet 2023 Goal:</i> In 2022, total unrestricted donations and revenue was \$720,148 (or \$687,297 without the Employee Retention Tax Credit), compared with \$656,155 in 2023. Recognizing we have work to do in this area, the development team has crafted a detailed plan for unrestricted donation solicitations this year (also discussed in 3b below). In addition, we have established a Gift Fee Taskforce that is looking into this model for

		increasing unrestricted revenue.
	3a.2. Grow endowment funds by 2% annually from 2023 through 2025 (6% total increase) with ultimate goal to eliminate the need for unrestricted fundraising to support operations.	<i>Complete/Exceeded 2023 Goal:</i> Endowment funds grew by \$1.36M from \$6,651,486 to \$8,036,530 (21% increase) between Dec. 31 2022 and Dec. 31 2023.
3b. Formalize data gathering and analyzes to drive strategic planning to support growth.	3b.2. Formalize measurable fundraising goals for all Foundation campaigns and events and perform ROI analyses against those goals by September 2023.	<i>(Carried over from Q3) In Progress:</i> Staff has performed ROI analyzes for five key events/campaigns: Lobo Hall of Fame, Boosters, Gala, Scholarships, and Evans CIP. We are using this data to set goals for each, which has also led to the development of a broader annual unrestricted fundraising plan.
	3b.3 Develop a plan to increase number of staff members as needed to ensure adequate support of strategic plan goals and objectives by October 2023.	<i>On Hold:</i> With the newly hired executive-level Admin. Asst. to the VP/ED, along with implementation of other goals (ex. newly restructured emergency assistance program, results of ROI analyzes), we will be reassessing current and anticipated staffing needs over the coming year.
	3b.5 Improve Foundation employees' compensation and benefits to reach competitive levels no later than the 2024 budget cycle.	<i>Complete:</i> The Board approved a 4% year-over-year increase in payroll and benefits in the 2024 budget, including a 7% COLA that was applied to all positions, and up to 2% additional increases to ensure competitiveness.