



Program Review Request

Administrative Services – College Foundation & Community Relations

Program Review Purpose

“Program review is the process through which constituencies (not only faculty) on campus take stock of their successes and shortcomings and seek to identify ways in which they can meet their goals more effectively. It is important to note here that the task of identifying evidence-based successful practices, and sharing these practices college-wide, is far more important than the negative perspective of trying to ferret out ineffective practices” –Academic Senate for California Community Colleges, 2009

DATA

Number of scholarships awarded in 2022-2023, and the goal for 2023-2024:	523 scholarships awarded in 2022-2023. 540 scholarships to be awarded in 2023-2024
Amount of Foundation Fiscal Reserve at the beginning of the fiscal year (July 1, 2023):	12,000,000
Number of employees:	2
Number of special events in 2022-2023, and the goal for 2023-2024:	5 in 2022-2023 and 5 in 2023-2024

List the Administrative Service Outcomes (ASOs) for College Foundation & Community Relations: <i>If you have not defined your ASOs, please describe how you will define them in 2023-2024.</i>	-Number of donors/alumni who actively engage with the Foundation each year (# of donations by unique people) -Number of donors/alumni who GWC actively engages with (35,000 5x per year) -Total dollar amount raised each year -The total number and value of scholarships administered
Describe how you assessed your ASOs this year? (e.g., survey, document review) <i>If you have not assessed ASOs, describe your plan to assess in 2023-2024.</i>	Admin assistant will query the database to calculate number of contacts and number of donations per year, and number of outgoing contacts. Finally, the total dollar amount raised each year.
What were the findings of your ASO assessment?	-e.g., recovering from COVID when we experienced a dip in donations, or our total dollars raised has been stable, etc.
How do you plan to strengthen practices/policies to improve your outcomes?	Plan to work with all donors to increase their donations; ongoing partnership with Assistance League and with all the Chambers of Commerce in the Area

Outside of hiring new faculty or staff, please discuss the data trends above, and your plans for serving more stakeholders (students, employees) or improving your outcomes.
With staffing limitations, working to maintain services and connections with donors and community.



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PROGRAM-SPECIFIC QUESTIONS

Describe the functions of College Foundation & Community Relations?

The function of the College Foundation is to raise funds in support of GWC students and GWC programs. The functions of Community Relations is to spread the word about GWC to the communities at large to keep them informed of all the opportunities available to them, while at the same time, cultivating potential donors for the populations we serve.

What does College Foundation & Community Relations do exceptionally well?

Raise money and spread the word

How does College Foundation & Community Relations help GWC meet its mission?

Golden West College provides an intellectually and culturally stimulating learning environment for its diverse student population. The College provides enriching and innovative programs that help students: transfer to four-year institutions, earn associate degrees, complete certificates in career and technical education, advance their careers, and demonstrate college readiness. The College is committed to continuous assessment and improvement of student learning and institutional effectiveness.

We contribute to the mission by providing financial support to existing students to allow them to complete their studies, by providing support to incoming students to entice them to come to GWC. We provide funding to departments to help cover those expenditures not covered by the operating budget. The Foundation also initiates relationships with all our elected officials at the local, regional, state, and federal levels as well as promoting GWC within the communities we serve.

How can College Foundation & Community Relations adapt to handle the increased volume in programs requiring additional tracking and reports?

The Foundation is using software capable of handling increased volume in programs.

What are the most impactful changes in processes to the College Foundation & Community Relations that can improve service to students and the campus community?

The Foundation & Community Relations really need additional staff to improve services.

What are the biggest challenges facing the College Foundation & Community Relations in completing its role?

Current staffing level

GOALS AND REQUESTS FOR FUNDING

Requests – If you are requesting any of the following, they MUST be addressed within your goals. These forms must be submitted separately from the Program Review.



Program Review Request

Administrative Services – College Foundation & Community Relations

- Faculty
- Equipment, Facilities, Technology
- Support Staff

GWC Strategic Plan Goals Legend

1. **Enrollment:** GWC will increase credit and noncredit enrollment while providing efficient academic programs and student services.
2. **Equity and Success:** GWC will support, enhance, and develop equity-minded services and academic programs that lead to student success.
3. **Completion:** GWC will ensure students’ timely completion of degrees and certificates by providing high quality academic programs and student services.
4. **Workforce Preparation:** GWC will support student success by developing and offering academic programs and student services that maximize career opportunities.
5. **Facilities:** GWC will provide flexible, accessible, and sustainable learning environments that support the success of students, faculty, staff, and communities.
6. **Professional Development:** GWC will support the success of all employees by providing professional development opportunities that focus on the achievement of the College Goals.
7. **Communication:** GWC will effectively communicate and collaborate within the College and its communities.

GOALS FROM PREVIOUS PROGRAM REVIEW CYCLE

Please refer to your previous Program Review cycle and summarize all outcomes for each goal.

Summary and Outcomes of Previous Goals (from the last Program Review) including resource requests and if they were funded or not.

Did not have a previous PR cycle since 2015

GOALS FOR CURRENT PROGRAM REVIEW CYCLE

Current goals should be connected to GWC’s Strategic Plan Goals.

GOAL 1 (Required)

Description of goal:

Explore the potential and if viable enter into a major gifts campaign

What actions will be taken to accomplish the goal?



Program Review Request Administrative Services – College Foundation & Community Relations

- Develop a case for support
- Determine the need
- Determine the process
- Receive permission to go forward
- Implement the campaign

What metric will you use to measure your goal?

Implemented the campaign and meet the financial objective.

Which of the College's missions and goals does this goal support? (check all that apply)

- Enrollment
- Equity and Success
- Completion
- Workforce Preparation
- Facilities
- Professional Development
- Communication

GOAL 2 (Required)

Description of goal:

Offer a major fundraising event netting a minimum of \$100,000

What actions will be taken to accomplish the goal?

- Identify the event
- Analyze the cost and expected revenue to determine viability of event
- Put together an event team to plan and implement the event

What metric will you use to measure your goal?

- Raise \$100,000
- Number of people who attend

Which of the College's missions and goals does this goal support? (check all that apply)

- Enrollment
- Equity and Success
- Completion
- Workforce Preparation
- Facilities



Program Review Request Administrative Services – College Foundation & Community Relations

- Professional Development
- Communication

GOAL 3 (Required)

Description of goal:

Increase the number of foundation board members by 3 new members.
Increase the total amount of money raised annually by 15%

What actions will be taken to accomplish the goal?

- Identify potential board members
- Cultivate potential board members
- With support from the Chair of the Foundation and the Board of Directors, ask 3 individuals to join the board
- Cultivating and soliciting new donors and asking existing donors to increase the amount of their donations

What metric will you use to measure your goal?

- 3 new board members
- Increased dollars raised

Which of the College's missions and goals does this goal support? (check all that apply)

- Enrollment
- Equity and Success
- Completion
- Workforce Preparation
- Facilities
- Professional Development
- Communication

OTHER INFORMATION

What additional information would you like to share about your program?

The Foundation is made up of volunteers from the community who strongly believe in the college and do what they can to increase community support of Golden West College.



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Administrative Services – College Foundation & Community Relations

Submitter's Signature: *Bruce Berman*

Date: 12/12/2023

Supervisor's Review

As the supervisor of this program, I have reviewed this request.

- No concerns
- I have concerns

Comments: Click or tap here to enter text.

Supervisor's Signature: Click or tap here to enter text.

Date: Click or tap to enter a date.

Vice President's Signature: Click or tap here to enter text.

Date: Click or tap to enter a date.