



MESABI RANGE
COLLEGE FOUNDATION

Phone: 218-748-2433
foundation@mr.mnscu.edu

1001 Chestnut Street West
Virginia, MN 55792

Strategic Plan

Prepared by: Mesabi Range College Foundation Board

Betsy Olivanti, Executive Director



Mesabi Range College Foundation

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Mission

Mesabi Range College Foundation's mission is to assist Mesabi Range Community & Technical College in promoting extraordinary education opportunities for the students, faculty, staff, and administration.

Further, we pledge to support the College's work to be the partner of choice to meet the workforce's and community's needs.

Finally, we pledge to assist Mesabi Range College in delivering to students, employers, communities, and taxpayers the highest value/most affordable option.

The Foundation is incorporated under the statutes of the State of Minnesota, classified as a 501(c)(3) nonprofit organization under IRS guidelines, and operates with the sanction of the Minnesota State Colleges and Universities System.

Three-year Goal

Continue to increase revenues during FY 2013-2015 for the Mesabi Range College Foundation and increase the Foundation's assets to \$1,000,000 cumulatively by FY 2015 in collaboration with the college's leaders.

Objectives and Priorities

1. Support student success by raising funds for foundation priorities: scholarships, academic programs and other initiatives.

1.1 Strengthen Board involvement and accountability in their vital fundraising role

We will have succeeded when....

- All board members are fully engaged in fundraising.

1.2 Every board member has a personal fundraising plan

We will have succeeded when....

- All board members implement his/her personal fundraising plan.
- 100% of board members make a meaningful donation to the foundation annually.

1.3. Increase donor giving

We will have succeeded when....

- 20 new donors give to the foundation annually

1.4 Update and enhance foundation collateral materials

We will have succeeded when....

- The brand of the foundation is expanded for fundraising, recognition, raising awareness and institutional advancement and recognized by all stakeholders.



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1.5 Identify, cultivate and solicit businesses, especially those with an existing interest in the college

We will have succeeded when....

- All board members open doors to key corporate/individual prospects.
- Donations are received from 5 new businesses/organizations annually.
- Prospect base has expanded to include past vendors, local companies, Minnesota Business Partnership prospects, local prominent public and private companies and past major donors.

1.6 Host cultivation events, following up as appropriate to expand stakeholder base

We will have succeeded when....

- At least one cultivation event is hosted quarterly.

1.7 Increase grant revenue and sponsorships from corporations, organizations and foundations.

We will have succeeded when....

- Revenue from corporations, organizations and foundations is \$50,000 annually.
- The Foundation and College actively work together to research/secure grant funding.

1.8 Increase alumni giving.

We will have succeeded when....

- Alumni giving is \$10,000 annually.
- Alumni solicitations bring in 5 new donors annually.

1.9 Increase faculty and staff giving.

We will have succeeded when....

- Administration participates 100%
- Faculty and staff giving is \$20,000 annually with at least 70% participation.
- College employee solicitations bring in 5 new donors annually.

1.10 Raise unrestricted funds to meet the foundation's annual needs

We will have succeeded when....

- Unrestricted gifts total \$75,000 annually.

1.11 Host fundraising events through creative strategies to raise unrestricted funds.

We will have succeeded when....

- \$50,000 net is raised annually from fundraising events.
- Fundraising events bring in 5 new donors annually.

1.12 Increase donor retention

We will have succeeded when....



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- We regularly communicate the importance of donor gifts through periodicals, website, and thank you letters.
- Donors are thanked through annual Scholarship and Donor Recognition event (s).
- We have a method to monitor and encourage annual gifts.

1.13 Improve Scholarship Program

We will have succeeded when....

- All scholarships are claimed
- Application process is electronic and available on Foundation website
- Scholarship disbursements reach \$150,000
- Scholarship Endowment reaches initial goal of \$500,000

2. Promote the college to all stakeholders to support institutional advancement

2.1 Expand institutional advancement activities.

We will have succeeded when....

- Institutional advancement is incorporated into foundation initiative.

2.2 Communicate news about the foundation, and college and their success to all stakeholders

We will have succeeded when....

- Internal and external stakeholders receive communication about the value of the foundation and the college at least once per quarter.

2.3 The college president, board members, executive director and foundation staff build and sustain relationships with CEOs and other business leaders.

We will have succeeded when....

- All serve as foundation ambassadors and promote the college to their constituents.
- The Foundation is an integral part of the donation process for all program areas

2.4 Build relationships with community and business leaders by participating in their initiatives and events.

We will have succeeded when....

- The college is recognized as a contributor to the success of our strategic partners.

2.5 Invest resources to expand our communication efforts with college alumni.

We will have succeeded when....

- We have the capability to contact alumni regularly
- Foundation web pages have been expanded to become the place to go for alumni information.

3. Ensure good governance



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3.1 Manage the composition of the board and recruit members who fill acknowledged gaps

We will have succeeded when....

- The Mesabi Range College Foundation Board of Directors comprises up to 13 voting members.
- Recruitment plan is established and updated for new member recruiting.
- Succession planning is established and updated for leadership positions.

3.2 Orient and engage new board members effectively.

We will have succeeded when....

- New board members understand their responsibilities and are able to make immediate contributions to effective governance.
- All board members implement his/her personal governance/accountability plan.

3.3 Evaluate committee structure. Consider short-term task forces as needed.

We will have succeeded when....

- The foundation's committee and task force structure uses volunteer time wisely and effectively.

3.4 Identify ways to engage and recognize former foundation board members

We will have succeeded when....

- Former board members are re-engaged and participate in foundation initiatives.

4. Maintain strong infrastructure.

4.1 Articulate clear roles and responsibilities for board members, college president, and executive director and the foundation staff.

We will have succeeded when....

- Board members, college president, executive director and foundation staff understand their specific responsibilities and fulfill their obligations.

4.2 Continue to evaluate and improve financial procedure and reporting.

We will have succeeded when....

- Financial process is effective, efficient and accurate.
- Audit management letter is clean, no discrepancies

4.3 Maintain and update process and procedures of the foundation to reflect best practices.

We will have succeeded when....

- All foundation policies, procedures and operations are documented in a manual and are reviewed and updated annually.
- We have implemented Donor Management Software