



FOUNDATION



Mission:

The YCCD Foundation's purpose, within the mission of the District, is to seek, manage and administer funds for the betterment of student-centered programming and services at the six primary educational facilities that comprise the District. YCCD and its Foundation will thereby enhance its communities through support of this region's students.

Strategic Goals (2013-14 to 2017-18):

Goal I: Foundation Long-Range Planning

1. Develop a meaningful planning and evaluation process that defines and relies upon key predictive indicators and their associated data in reaching decisions.
2. Review and revise all organizational and legal documents to reflect the newly defined directions of the institution and the foundation.
3. Establish major, innovative fundraising priorities while defining strategies for annual giving, major giving, corporate and foundation giving, and planned giving in a balanced and assertive approach. Consider creative and consistent vehicles, as well, for donor recognition.
4. Develop a Board of Directors that both leads and responds to the innovative goals developed through the Foundation's planning and prioritization. Create an effective board structure with additional emphasis on professional board development.
5. Recognize the centrality of alumni to the resource development efforts of higher education through identification, education and involvement of these individuals in all aspects of our external mission.
6. Establish goal-driven, strategic events for purposes of building a support base for the colleges. These should prioritize the participation of alumni, retirees, friends and related prospects.
7. Develop a marketing plan that recognizes our target audiences, considers a balanced approach to the usage of website, portal, traditional media, social media, print media, and involves institutional leadership in community roles.
8. Provide opportunities for Foundation Board, Foundation Staff and Foundation Director to develop an organized scheme for professional growth.

9. Seek to develop both traditional and alternative means of securing, recruiting and utilizing full-time, part-time and volunteer support for all functions of the Foundation.
10. Accommodate the growth in scholarship development by establishing policies and procedures that consolidate and simplify the management of these accounts.
11. Achieve a paperless office.

Goal II: Grants and Resource Development

1. Enhance a climate of innovation by creating an organizational framework in which both the institution and individuals have the tools and the support structure to pursue public project/program funding.
2. Provide resources that enable the pursuit of external funding sources and have appropriate information and data at hand to execute these pursuits successfully.
3. Clarify Post-Award protocols and provide support systems to grant writers that are aligned with those of professional standards in the field.

Goal III: Enterprise Corporation

1. Establish an infrastructure and appropriate organizational documentation to establish a for-profit arm to Yuba Community College District.

Goal IV: Special Projects

1. Provide support, where feasible, to situational priorities recommended by members of the YCCD community. Use such projects to improve image and build relationships in our various communities.

YCCD Foundation • 2088 N. Beale Rd., Marysville, CA 95901 • (530) 749-3868
<http://www.yccd.edu/administrative-services/foundation/default.aspx>

The YCCD Foundation is a non-profit 501(c)(3). All donations are tax deductible.