



Board Strategic Planning Retreat September 17, 2020

Via Zoom

<https://us02web.zoom.us/j/87695668347?pwd=b09RNEkzd3BpNm5qTUI1elppdS9ZZz09>

AGENDA

Desired Outcomes

- Discuss the approach used by the Strategic Planning Committee leading to our discussion today
- Understand the definitions of mission, vision, and values as the foundation of our plan
- Review and discuss the recommended organizational values
- Review and discuss the draft mission statement
- Review and discuss the draft vision statement
- Review strategic plan priorities and goals
- Understand next steps to move the strategic plan to Board approval in November

Activity	Time
<i>Arrive</i>	9:50 a.m.
<i>Welcome & Desired Outcome Review – J Mullineaux, Scott Ormerod</i>	10:00 a.m.
<i>The Planning Work to Date – Steve Page</i>	10:10 a.m.
<i>Mission, Vision, Values, Priorities, Goals & Tactics – Defined – Scott Ormerod</i>	10:20 a.m.
<p><i>SRJC Foundation: Values – Scott Ormerod and J Mullineaux</i></p> <ul style="list-style-type: none"> • Current Values – there are no current values stated. <p><u>Recommended Values</u></p> <ul style="list-style-type: none"> • Impact • Opportunity • Equity • Trust • Collaboration <p>Highlights of the Culture of Philanthropy (Business Model Handout)</p> <p>Impact: We inspire philanthropy and social investment that leads to meaningful results of educational attainment and workforce development.</p> <p>Opportunity: We secure resources that provide opportunities for students and donors to fulfill their dreams and make a difference in our community.</p> <p>Equity: We work to ensure that all students have access to the resources they each need to succeed.</p> <p>Trust: We earn and ensure donor confidence that we will protect and grow their philanthropic investments to provide sustainable resources in support of SRJC.</p> <p>Collaboration: We partner with donors to realize the power of philanthropy and with student and campus colleagues to enhance the college experience.</p>	10:30 a.m.

<p><i>Mission Statement</i></p> <ul style="list-style-type: none"> • Current Statement – Established in 1969, the Mission of the Santa Rosa Junior College Foundation is to advance educational opportunities by raising and stewarding funds to support programs, scholarships, facilities and special projects of the College. In cooperation with the Sonoma County Junior College District, the Foundation enhances the quality of higher education in the communities we serve. <p>Recommended Statement: We inspire investment in higher education to provide life-changing opportunities for all SRJC students, their families, and the community we share.</p> <p>Pre-Retreat Homework: Please review this statement and be prepared to discuss the concepts of the statement being recommended to the board.</p>	11:00 a.m.
<p><i>Vision Statement</i></p> <ul style="list-style-type: none"> • Current Statement – there is not a current vision statement. <p>Recommended Statement: The power of philanthropy and the promise of higher education elevate our community to new heights.</p> <p>Pre-Retreat Homework: Please review this statement and be prepared to discuss the concepts of the statement being recommended to the board.</p>	11:25 a.m.
<p>Lunch Break</p>	11:50 a.m.
<p><i>Priorities (Recommended)</i></p> <ul style="list-style-type: none"> • Business Model and Structure • Philanthropic Growth • Marketing & Communications – Branding • Governance <p><i>Goals</i></p> <ul style="list-style-type: none"> • Set the Stage (5 min) • Breakout Groups by Topic (3 rotations – 15M, 15M, 20M) • Facilitated discussion on goals (30-35M) • Large group discussion and move to agreement <p>Pre-Retreat Homework:</p> <ul style="list-style-type: none"> • Review draft strategic plan priorities and goals • Be prepared for small group interaction to discuss the priorities and goals • Affirm recommendations to the Board for September 17 	12:20 p.m.
<p><i>Board Packet Questions</i></p> <ul style="list-style-type: none"> • Approve 7.16.20 Board Meeting Minutes • Year End Financials • Written Reports (to follow) 	1:45p.m.
<p><i>Next Steps</i></p> <ul style="list-style-type: none"> • Next Meeting Date – Board Retreat #2, October 15, 8-10:30am • Next meeting agenda – Final review of the strategic plan • Homework – prep 	1:55 p.m.
<p><i>Adjourn</i></p>	2:00 p.m.