**APR Report for 2017-2018  
*2018-2019 Cycle***

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| **Section I: Program Description** |

**IA1. Program (Select your program from the drop down list)**

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| PRES Foundation |

**IA2. Other Program (If your program is not on the above list, write it in here)**

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**IB. Program Lead (Your first and last name)**

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| Sheri Horn-Bunk |

**IC. Program Mission Statement**

Provide the Program’s Mission Statement.

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| **PROCESS**  **The Foundation is dedicated to maximizing support from the private sector through:**  **• Endowment development and expansion of existing gifts;**  **• Investment in approved Taft College programs;**  **• Creation of additional instruments of giving;**  **• Management of infrastructure and services supporting these efforts; and**  **• Maintenance and expansion of alumni and donor databases.**  **The Foundation works with all members of Taft College.**  **As a private, non-profit corporation, a board of directors governs this Foundation. The principal role of the board of directors is to establish policies and provide guidance in achieving its objectives. Board members work closely with the president, foundation director and other campus leaders to increase private support for endowments to enhance the educational and cultural environment of the College and surrounding community.** |

**ID. Program Summary**

Provide a brief summary on the current status of the program being reviewed.

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| **The Taft College Foundation was established for the express purpose of advancing post-secondary education by supporting the programs and activities of Taft College. Specifically, the corporation exists to provide funding for building and classroom construction, scholarships, sponsorship for books and educational materials, supplies, equipment and programs.**  **As of September 2009, the first full-time Foundation Director was hired for the Foundation, to provide the staff support necessary to pursue major donations and endowments within the West Kern and Bakersfield area, in addition to actively pursuing foundational grants for campus programs and special projects.** |

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| **Section II: Looking Back—2017-2018** |

**IIA. Present the Results** (Rubric Criterion 3)

Provide a descriptive summary of the outcomes from the 2017-2018 cycle of program review.

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| 1. Hired contract fundraiser development officer to increase contacts of Alumni and corporate donations. 2. Development coordinator has time to cover meeting agenda and take minutes with the new hiring of the development officer. 3. Build a relationship with UC Berkeley to create a pathway for Taft College Engineering students using the Hutchison Scholarship and we had our top engineering grad get accepted and receive the Hutchison Scholarship. We cultivated Madalyn Hutchison toward a major gift and with that have launched the Hutchison Engineering promise program and will name the Engineering Program once the bequest is made. |

**IIB. Probe the Results: I Wonder . . .** (Rubric Criteria 1, 3)

In this section, judge whether the activities you implemented in 2017-2018 to reach your goals were effective. Did the activities have an effect on the outcome? Please describe WHY you believe your outcomes came out the way they did. Did you reach your goals? If yes, explain why. If you did not reach your goals, explain why.

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| Hire a new person has from a broad view contributed to our bottom line in fundraising, and donor outreach, branding and marketing and event management. The activities from our new Development officer have been helpful but I am not completely satisfied with the entire process as it has been an expensive endeavor for our foundation to pay for another employee and the training time it has taken from my fundraising process which has been hard to maintain. I do know that in the long run we should be better and look forward to a better year as the development officer is further trained. We are on track to exceed last year’s fundraising final totals so that could demonstrate that having another fundraiser is productive. |

**IIC. Ideate Innovations: What if . . .** (Rubric Criteria 1, 5)

In this section, describe activities you believe would have an effect on your 2018-2019 outcome measures.

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| 1. Gain funding assistance from the WKCCD to hire a Development Associate.  2. Seek marketing support for the foundation and institution.  3. Navigate and cultivate a community supported Bond Measure |

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| **Section III: Looking Forward—2018-2019** |

**III. List Your 2018-2019 Goals—Be Quantitative!**

List your 2018-2019 APR goals in terms of their expected changes on the outcome measures as indicated earlier. Each goal that requires resources, impacts other areas, or otherwise is substantive requires the submission of an APR Goal form. Keep in mind the scoring rubric criteria:

1. The relationship between program review narrative and the APR Goal is evident and strongly supported by evidence.
2. The APR Goal directly implements institutional planning document goals.
3. The outcome directly implements institutional planning outcomes, and is transferrable and/or scalable institutionally.
4. APR Outcome indicators, methods and/or timelines use institutional measures, transferrable/scalable institutionally
5. Before/after benchmarks and timelines are completely specified, identical methods, transferrable/scalable.

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| 1. Gain funding from the WKCCD for the hiring of Development Associate who supports and works specifically to grow, maintain and manage the functionality of the foundation office. 2. Funds will be allocated to contracting a marketing specialist to aid in branding and social media along with instruction programmatic marketing to ensure enrollment growth. |
| **Section IV (Optional): Evaluation of Program Review and Planning Process** |

**IVA. Evaluation of Program Review and Program Planning Process**

In this cycle of program review, what aspects of the program review and program planning process worked best and why?

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**IVB. Evaluation of Program Review and Program Planning Process**

In this cycle of program review, what aspects of the program review and program planning process would you change and why?

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