

**NORTHERN OKLAHOMA COLLEGE FOUNDATION, INC.
FIVE YEAR ACTION PLAN
2013 – 2018**

Case Statement: Stepping into the Future ... 2018

Northern Oklahoma College Foundation, Inc. seeks to raise funds from private sources bringing total net assets to \$12 million by 2018.

These funds will provide life changing experiences and opportunities to:

- ensure Northern continues to attract and recruit the best students and employees
- ensure excellent academic programs
- enhance student success and completion
- build and enrich the campus and community
- provide for annual and long-term support to the college
- cultivate and maintain partnerships to support workforce development

STRATEGIC GOALS

1. Evaluate the current organization's capacity and develop a structure which allows the Foundation to achieve the goals articulated in this plan. This may include a specific marketing and/or communications plan(s), enhanced annual giving activities to ensure all NOC stakeholders are provided with the opportunity to give every year, and the potential addition of a full-time, part-time or contract grant writer. **Evaluate Board development/governance; staffing needs (paid/unpaid) and development database software. Goal is to hire a full-time development officer and full-time administrative assistant on Tonkawa campus and within 5 years, hire same in Enid, then Stillwater if needed.**
2. Increase the existing goal of raising \$5 million in total assets by 2015 to **\$12 million in total assets by 2018.***
3. Enhance the "Greater Gifts" campaign (annual campaign) by broadening the scope to all identified shareholders and including a specific planned giving element (see below). Measure the progress of this campaign by determining if the annual campaign averages an increase in net assets of \$400,000 per year through 2015; **since 2010, average has been \$700,000 per year or \$1.1 million if you count large increase in 2011. Measure the progress of this campaign by determining if the annual campaign averages an increase in net assets of \$1 million per year through 2018.**

4. Develop a plan by the end of 2014 for a capital campaign to support the construction and rehabilitation of residential halls on the Enid and Tonkawa campuses. The plan should include the following:
 - a. The specific construction needs, with financial estimates, as provided by NOC staff leadership;
 - b. Potential consultants to assist in the feasibility study and overall campaign, along with an estimate of costs involved with this consultant support;
 - c. The overall goal of the campaign;
 - d. The timing of the campaign;
 - e. The timing and approvals needed to obtain the leadership commitment of the foundation board, NOC Regents and staff leadership to move forward with the campaign;

5. Develop a plan by the end of 2014 for an endowment/planned giving campaign. This plan should include:
 - a. Match opportunities (i.e., endowed chairs);
 - b. Develop a menu of donor items to enhance giving opportunities;
 - c. Identification of how the planned giving campaign will be carried out in a manner which enhances, rather than interferes with the annual campaign;
 - d. Provide all stakeholders with the information about planned gifts to the institution and the method for making these gifts;
 - e. Enhanced focus on Central Hall Society; and**
 - f. Development of Marshall Hall Society in Enid.**

*Five Year Action Plan as a result of the 2010 and 2013 Strategic Planning Retreats