

# Business and Fundraising Strategic Planning Report

Date of review: 06/30/2016

**FUNCTION:** To help identify financial opportunities that can increase the sustainability and growth of Sitting Bull College facilities and programs.

**SCOPE:** To carry out all aspects of this project in an effective manner, through harmony with the mission of Sitting Bull College.

**GOAL 1: To create a fundraising model specific to Sitting Bull College by 2025.**

<b><i>Objective A</i></b>	Identify and create policies and procedures conducive to SBC fundraising.
Measurement Tool (who, what, when, how)	The Business and Fundraising Committee will research and create a fundraising policies and procedures manual for SBC by June 30, 2016.
Measurement Goal	Fundraising Policies and Procedures Manual
Findings/Results	A fundraising policies and procedures manual was completed and approved by the committee in March, Governance Committee in April, and Approved by SBC Board of Trustees in May 2016.
Data Analysis	Committee learned more about fundraising through comparison of other colleges fundraising policies and was able to incorporate into SBC fundraising policies and procedures. Committee didn't learn the process of inputting donor lists and contributions into Jenzabar software system. Measurement goal not met.
Action/Recommendation	Committee recommends provide copies of fundraising policies and procedures manual to SBC employees.
<b><i>Objective B</i></b>	To coordinate institutional efforts of fundraising in accordance with SBC fundraising policies and procedures.
Measurement Tool (who, what, when, how)	The Business and Fundraising Committee will develop policies and procedures by June 30, 2016
Measurement Goal	All fundraising efforts will be routed through Business and Fundraising Committee
Findings/Results	A fundraising policies and procedures manual was completed and approved by the Business and Fundraising Committee in March, Governance in April and SBC BOT in May 2016.
Data Analysis	Committee learned the process of organizing the fundraising as it relates to both external and internal donations, fundraising. Measurement goal met.
Action/Recommendation	

**GOAL 2: To review and recommend economic development ideas to the Governance Committee.**

<b><i>Objective A</i></b>	To work with the Standing Rock Sioux Tribe Economic Development and Tribal Programs on ways to build and sustain economic development opportunities.
Measurement Tool (who, what, how, when)	Members of Business and Fundraising Committee will collaborate with the Standing Rock Sioux Tribe Economic Development Task Force monthly through June 30, 2016.
Measurement Goal	Attend seven (7) meetings.
Findings/Results	The SRST Economic Development Task Force has not met formally since last year 2015; therefore committee members have not attended any meetings as it relates to this objective.
Data Analysis	Committee members did learn that the SRST Economic Development Task Force is not titled Oyate Community Development Corporation and is not fully functional. Committee members are still in contact with tribal programs on ways to build and sustain economic development opportunities. Measurement goal not met.
Action/Recommendation	Committee recommends reevaluating this objective next year.
Measurement Tool (who, what, how, when)	Business and Fundraising Committee Chair will inform the committee, governance and Board of Trustees of Standing Rock Sioux Tribe Task Force Activities.
Measurement Goal	Chair reports to the committee and governance monthly and board of trustees quarterly.
Findings/Results	No contact with task force, NA
Data Analysis	N/A Measurement goal met.
Action/Recommendation	Recommend reevaluating this objective next year.

**GOAL 3: To coordinate and provide support for raising \$100,000.00 per year through 2025.**

<b><i>Objective A</i></b>	To provide donor prospects and cultivation, research for lead gifts and demographic information for future donors.
Measurement Tool (who, what, how, when)	The Business and Fundraising Committee will research prospective donors through internet, visitors and partnerships by June 30, 2016
Measurement Goal	One (1) lead gift of \$20,000.00
Findings/Results	The Business and Fundraising Committee was provided with the Foundation Search America to research donors locally and nationally, including foundations and corporations that have donated to causes similar to SBC.
Data Analysis	Committee members did learn what is needed in searching for donors, making contact and following up on leads, all of which takes time, which members are unable to make contact and or follow up. Measurement goal not met
Action/Recommendation	Committee recommends creating a development office to keep in contact with current and future donors, and for assistance in lead gift.