



MOORPARK
COLLEGE
Bridge to the Future!

K2 CONSULTING GROUP PRESENTATION TO THE BOARD JUNE 3, 2020

1. Brief overview of board conversations.
2. What steps do we take to move forward?



INTERVIEWEES

Board members

Chuck Champion

Jill Haney

Mike Hoffman

Bill Klepper

Jason Peplinski

David Pollock

Kathryn Stiles

Randy Sundeen

Tim Weaver



BOARD REFLECTIONS



TENETS OF SUCCESSFUL FUNDRAISING

- Case for support
- Volunteer leadership
- Potential for support
- Internal capacity

IF THE FOUNDATION WAS A CAR, WHAT KIND OF CAR WOULD IT BE?

QUESTION: ARE THESE DEFINITIONS IN KEEPING WITH THE COLLEGE'S BRAND?



Volvo: Mindset of people seem to be Volvo types, safe. No one is taking any risks.

Vintage VW Bug: We don't seem to have the horsepower. We put around places.

“We have not helped the college's reputation and image”

Chevy Nova: 30 years old. Not firing on all cylinders. Used to be a beat up Volkswagen van before.

Buick or Pontiac: Basic, plugs along.

An 83 Oldsmobile: Nostalgic. Couldn't take it across country. It would never make it.

Dilapidated Volkswagen bus: Doesn't run very well.

Honda Civic: Small, doesn't have bells and whistle like Accord.

Honda Clarity: Gets you from point A to B but you're not going to enjoy the ride.

THREE ADJECTIVES THAT DESCRIBE THE FOUNDATION NOW

- Involved
- Well-connected (*probably know anyone who is a potential donor*)
- Stagnant
- Uninspired
- Complacent
- No direction
- Talks a lot, no action
- Well-intentioned (2)
- Limited skill sets (2)
- Undercapitalized
- Looking for a purpose and a focus
 - Motivated to assist students
- At a turning point
- Do nothing board/should be a prestigious board
- Non-functional
- Disinterested
- No leadership (*Executive Director*)
- Struggling
- Hasn't moved
- Has potential



Q: WHAT WOULD MAKE IT A GREAT BOARD?



- Must do some board development (3)
- Start going into the community on a consistent basis.
- Do we need more money? We need to define what for.
- Have to be evangelists for the college.

Other “must haves” ...

- understand the role that community college has in helping people transform lives
- consistent staffing
- board members with diverse skills
- diversity of age, gender and race
- clearly defined goals and somebody to push it
- database
- committees set and running
- donor meetings set up
- alumni committee
- bringing alumni on board
- establishment of an annual fund
- all board members giving



INSIGHTS



WHAT WILL TAKE TO BUILD MCF?

1. Consistent, qualified staff
2. Infrastructure - database, access to donor information, donor analytics
3. Strong board
4. Other volunteer structures, e.g. alumni
5. Marketing – defining the value proposition
6. Promotion - exposure among alumni, philanthropists and business community
7. A robust prospect list

UNDERSTAND THE TIMING FOR A ROI

Anticipate it taking at least three years—perhaps five—
to realize optimal return on investment.

Factors behind this:

- **MCF's life stage:** Mature fundraising programs secure larger contributions at a lower cost. New fundraising programs have significant start-up costs, smaller gifts and lower participation from a relatively uncultivated donor constituency.
- **MCF's reputation:** Board members report that the board does not have a strong reputation for performance in the community.
- **The time it takes to identify and steward major donors:** Major gift programs are the single most lucrative way to raise money. They require a solid and high-performing organizational infrastructure and a pool of consistently giving individual donor prospects.

**77% of giving comes from individuals; living major donors and bequests
This means grateful alumni and individuals
who care about giving students a chance at a college education.**

EVENTS

“No foundation serious about fundraising should be thinking about a yard sale. In fact, it’s embarrassing for a college to be hosting a yard sale.” *(board member)*

“Event at Reagan Library fell flat and the expenses outweighed the revenue.” *(board member).*

Understand the efficacy of events:

- Cost benefit *(Reagan Library event)*
- It takes a strong board, many volunteers and sufficient staff to pull off a successful event.
- Must have engaged and invested donors and constituents. *(Do we know our invested and engaged donors? Do we have invested donors?)*
- It takes years to turn a significant net profit that will compete with income through direct gifts.



BOARD GIVING

MCF Board gifts Comparison		
FY18 Board Gifts	FY19 Board Gifts	FY20 Board Gifts
2250	1025	2,500
2065	950	2,000
1625	400	2,000
1500	390	1,250
1125	300	0
525	260	0
375	200	0
300	200	0
150	180	0
150	100	0
120	100	0
120	80	0
75	80	0
40		0
0		
10420	4265	7,750
15 members	13 members	15 members



WHAT STANDS IN OUR WAY?

1. It takes money to make money. Where will critical start up funds come from?
2. Lack of prospects – need to know grateful alumni
3. Lack of historical records. College controls donor accounting
4. Board capacity – time, financial investments and outreach
5. Turnover, inconsistency of staffing
6. Belief that events are the way to raise money

RECOMMENDATIONS

A photograph of a busy outdoor event on a college campus. The scene is filled with people walking around, some standing near tables and others sitting on the grass. There are several white and blue tents set up. In the foreground, a person is lying on the grass, looking at a device. A sign in the background reads "MOORPARK COLLEGE" and "EOPS". The overall atmosphere is lively and social.

IMMEDIATE NEXT STEPS



1. Commit to the possibilities and your role in the Foundation's restart
2. Commit resources to staffing and infrastructure
3. Form a Governance Committee – build the board
4. Set a give/get minimum for a MCF board member
5. Develop the case for support
6. Design an awareness/marketing campaign
7. Activate the Committees: Alumni, Corporate and Individual, Finance, Governance, Marketing
8. Develop prospect lists
9. Start meeting with people