Hartnell College Office of Advancement

Presentation to Academic Senate

Jackie Cruz, Vice President of Advancement
Michele Peregrin, Director of Grants Development

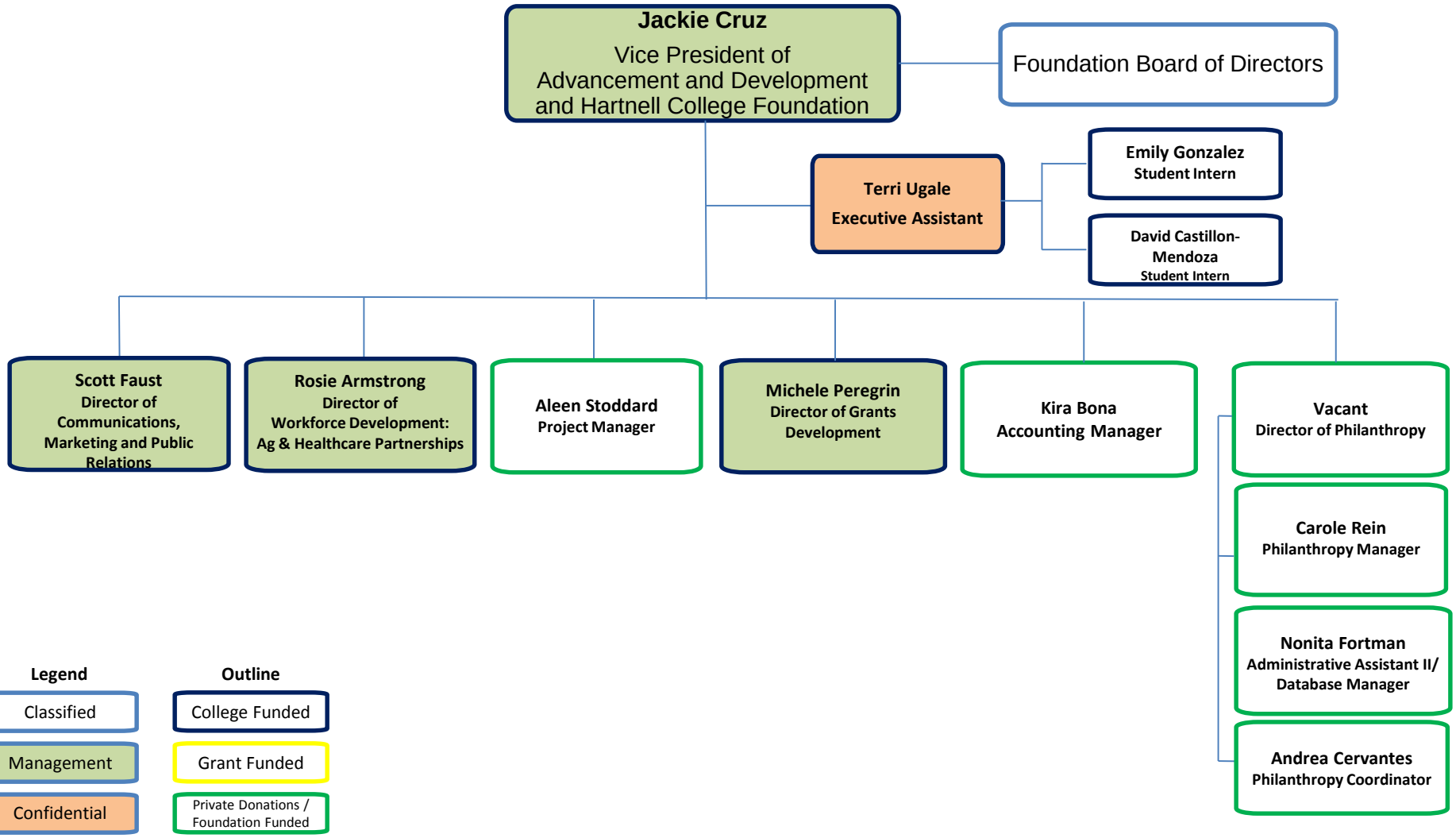
Tuesday, May 12, 2020

HARTNELL COLLEGE

Where We Are

HARTNELLCOLLEGE

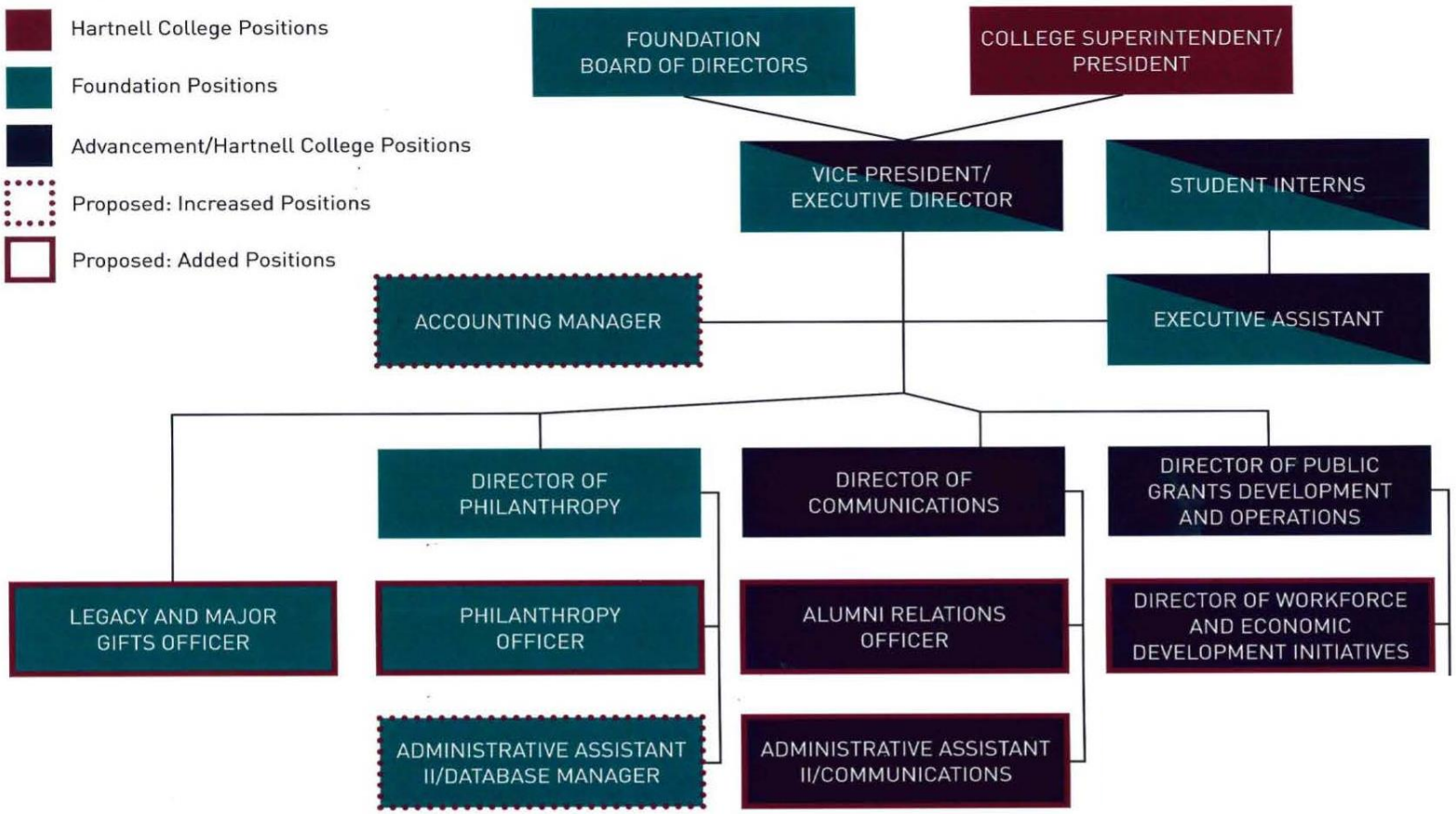
Hartnell College
Office of Institutional Advancement/Foundation



Where We Want To Be

HARTNELLCOLLEGE

Hartnell College Foundation & Office of Institutional Advancement Organizational Chart



Advancement Overview

HARTNELLCOLLEGE

- Mission and Vision

- Direction
  - Student's at the heart
  - Advancing the College

What We Do

HARTNELL COLLEGE

- What we do
  ➞Connect ➞Grow ➞ Catalyze

How We Do It

HARTNELL COLLEGE

- How we do it
  - Board
    - 33 Board Members
  - Committees
    - 20 Committee
    - 350+ Volunteers
  - Alignment with the college
  - Donors and foundations
    - 3,977 individuals
    - 947 businesses
    - 68 foundations

Staff

HARTNELL COLLEGE

SCOTT FAUST, Director of Communications

- Advertising/marketing, media relations, communications (donors, internal, crisis) websites and more.

ROSIE ARMSTRONG, Director of Workforce Development

- Supports enhancement of partnerships in Agriculture and Healthcare sectors via Salinas Valley Five Cities partnership; engage and convene stakeholders to address workforce gaps.

Staff

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ALEEN STODDARD, Project Manager

- ❑ Manages and oversees the roll out of new projects, including the Salinas Valley Promise, President's STEM Task Force, Better Careers, and the Alumni Campaign.

TERRI UGALE, Executive Assistant

- ❑ Executive Assistant for the Vice President of Advancement and Development
- ❑ Office Management for Hartnell College Foundation and Board of Directors support

KIRA BONA, Accounting Manager

- ❑ Accounting Services to the Foundation

NONITA FORTMAN, Database Manager

- ❑ Database management of gifts, constituents and prospects.

Grants

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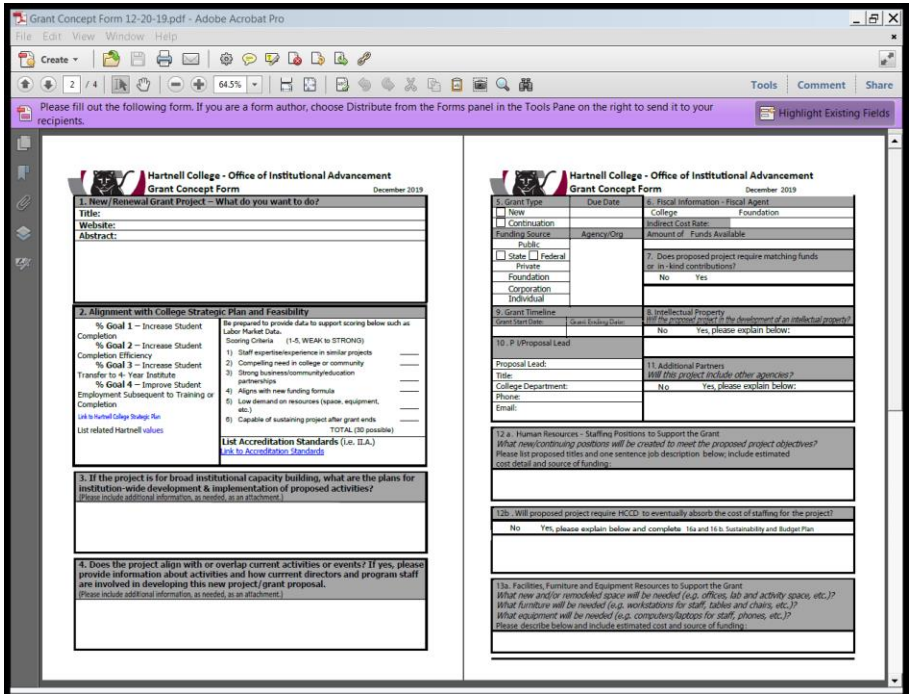
MICHELE PEREGRIN, Director of Grants Development

- Identifies grant opportunities, coordinates the development and submission of proposals, and reports on (private grant) activities.



Public Grants Impact

- The 2019-2020 college public grant revenue= $9M
- The goal is to raise $3M in new grants annually
- The 2018-2019 new grant totals= $4.4M
- The total budget for the college is $48-50 million

Grant Concept Form 12-20-19.pdf - Adobe Acrobat Pro

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Please fill out the following form. If you are a form author, choose Distribute from the Forms panel in the Tools Pane on the right to send it to your recipients. Highlight Existing Fields

Hartnell College - Office of Institutional Advancement
Grant Concept Form December 2019

1. New/Renewal Grant Project – What do you want to do?

Title:

Website:

Abstract:

2. Alignment with College Strategic Plan and Feasibility

% Goal 1 – Increase Student Completion

% Goal 2 – Increase Student Completion Efficiency

% Goal 3 – Increase Student Transfer to 4- Year Institute

% Goal 4 – Improve Student Employment Subsequent to Training or Completion

Link to Hartnell College Strategic Plan

List related Hartnell values

Be prepared to provide data to support scoring below such as Labor Market Data.

Scoring Criteria (1-5, WEAK to STRONG)

1) Staff expertise/experience in similar projects ____
2) Compelling need in college or community ____
3) Strong business/community/education partnerships ____
4) Aligns with new funding formula ____
5) Low demand on resources (space, equipment, etc.) ____
6) Capable of sustaining project after grant ends ____

TOTAL (30 possible)

List Accreditation Standards (i.e. II.A.)
Link to Accreditation Standards

3. If the project is for broad institutional capacity building, what are the plans for institution-wide development & implementation of proposed activities?
(Please include additional information, as needed, as an attachment.)

4. Does the project align with or overlap current activities or events? If yes, please provide information about activities and how currrent directors and program staff are involved in developing this new project/grant proposal.
(Please include additional information, as needed, as an attachment.)

Hartnell College - Office of Institutional Advancement
Grant Concept Form December 2019

5. Grant Type	Due Date
☐ New	
☐ Continuation	
Funding Source	Agency/Org
Public	
☐ State ☐ Federal	
Private	
Foundation	
Corporation	
Individual	

6. Fiscal Information - Fiscal Agent
College Foundation
Indirect Cost Rate:
Amount of Funds Available

7. Does proposed project require matching funds or in-kind contributions?
No Yes

9. Grant Timeline
Grant Start Date: Grant Ending Date:

8. Intellectual Property
Will the proposed project in the development of an intellectual property?
No Yes, please explain below:

10. P I/Proposal Lead
Proposal Lead:
Title:
College Department:
Phone:
Email:

11. Additional Partners
Will this project include other agencies?
No Yes, please explain below:

12 a. Human Resources - Staffing Positions to Support the Grant
What new/continuing positions will be created to meet the proposed project objectives?
Please list proposed titles and one sentence job description below; include estimated cost detail and source of funding:

12b. Will proposed project require HCCD to eventually absorb the cost of staffing for the project?
No Yes, please explain below and complete 16a and 16 b. Sustainability and Budget Plan

13a. Facilities, Furniture and Equipment Resources to Support the Grant
What new and/or remodeled space will be needed (e.g. offices, lab and activity space, etc.)?
What furniture will be needed (e.g. workstations for staff, tables and chairs, etc.)?
What equipment will be needed (e.g. computers/laptops for staff, phones, etc.)?
Please describe below and include estimated cost and source of funding:

Grant Concept Form 12-20-19.pdf - Adobe Acrobat Pro
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Tools Comment Share
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Hartnell College - Office of Institutional Advancement
Grant Concept Form December 2019

13b. Will proposed facilities, furniture and equipment needs continue after grant?
○ No ◉ Yes, please explain below and complete **16a and 16b. Sustainability and Budget Plan**

14a. Impact to Student Affairs and its resources?
What current resources will be used to implement this grant?
What new resources will be needed?

14b. Impact to Institutional Research and Information Technology resources?
What new institutional research will be needed (e.g. evaluation, new data sets, new reports)?
What new informational technology will be needed (e.g. new or additional software)?

14c. Will proposed institutional research and IT needs continue after grant?
○ No ○ Yes, please explain below and complete **16a and 16b. Sustainability and Budget Plan**

15. Budget Plan – over term of grant

	Grant	HCCD Match	Match Other
Personnel Instructional			
Personnel Non-instructional			
Operating			
Equipment			
Indirect			
TOTAL			

Budget Notes:

16a. If proposed activities will continue after grant funding ends, what are the plans for sustainability? Indicate years and activities that will be included in Program Planning and Assessment (PPA) and Resource Requests. Complete **16b. Budget Plan-after grant term ends**

16b. Budget Plan –HCCD institutional commitment – after grant term ends

FY	20 /20	20 /20	20 /20
Personnel Instructional			
Personnel Non-instructional			
Operating			
Other			
TOTAL			

Budget Notes:

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Grant Concept Form December 2019

17. Academic Senate -New Programs, Curriculum and/or Faculty – *Does the proposal include new programs, curriculum, or faculty?*
○ No ○ Yes, proposed date to present to Academic Senate: _____ please list faculty members involved in development below:

18. The proposed project supports the goals and objectives of Hartnell College.
The following signatures are the responsibility of the Proposal Lead:

Support ○ Do Not Support ○ Proposal Lead Date
Support ○ Do Not Support ○ Dean Date
Support ○ Do Not Support ○ VP Date

19. The proposed project supports the goals and objectives of Hartnell College.
The following signatures are the responsibility of the Office of Institutional Advancement:

Support ○ Do Not Support ○ Academic Senate Date
Support ○ Do Not Support ○ Vice President of Advancement and Development Date
Support ○ Do Not Support ○ Accounting Manager Date
Support ○ Do Not Support ○ VP Administrative Services Date
Support ○ Do Not Support ○ Director/VP (as required) Date
Support ○ Do Not Support ○ Director/VP (as required) Date

20. Approval *The proposed project is approved and supports the goals and objectives of Hartnell College.*

Approved ○ Not Approved ○ Superintendent/President Date

President's Task Force

HARTNELL COLLEGE

- What it is
- Who participates
- Project Analysis and Selection Process

Top Initiatives

1. Agriculture Business and Technology Institute
2. The Western Stage - Theatre Arts
3. New Science Building, Instructional Equipment Fund
4. Sustainable Regional Infrastructure Program
5. Nursing and Allied Health - Interprofessional Education Center *
6. PHASE 3 of Athletics Complex Master Plan
7. Science and Math Institute - NASA SEMAA
8. Science and Math Institute
9. Computer Science CSIT-In-3
10. South County - King City Education Center *

President's Task Force 2012-2017

HARTNELL COLLEGE

Funding Priorities	Total Funding Plan Goal	Public Funding (Competitive Grants)	Private Funding	Total Private & Public Raised To Date
Fund for Major Facilities and Innovative Programming	$9,774,500	$5,972,859	$6,538,519	$12,511,378
Fund for Student Success	$900,000	$5,175,000	$4,366,704	$9,541,704
Fund for Salinas Valley STEM Harvest	$1,035,000	$1,150,599	$2,550,475	$3,701,074
Fund for Excellence in Athletics	$1,300,000	$0	$236,570	$236,570
Fund for the Arts	$900,000	$0	$2,331,465	$2,331,465
Fund for South County	$250,000	$15,000	$48,535	$63,535
Projects for Special Interests	$7,525,000	$1,601,836	$2,774,010	$4,375,846
Hartnell College Foundation Operations			$1,461,915	$1,461,915
Other		$10,754,773	$48,598	$10,803,371
FUNDING PLAN FUNDRAISING TO DATE	$14,159,500	$24,670,067	$20,356,791	$45,026,858

President's Task Force 2018-2023

HARTNELL COLLEGE

Preliminary Results

Program/Project	TOTALS
Agricultural Business Technology Institute (ABTI) Student Internships	58
Nursing and Allied Health	58
Computer Science Bachelor's Degree Program in 3 Years (CSin3)	57.5
NASA Aerospace Academy and Coding for Salinas Valley Youth Project	53.5
Hartnell College and Grower Shipper Foundation Educational Fellowship	52
Scholarships for Hartnell College Students	50
Salinas Valley Promise	48
Agricultural Business Technology Institute (ABTI) Student Leadership and Outreach	47.5
Athletics	46
Fund for the Arts – Creative Skills for the Modern Workforce and a Thriving Community	45
Science and Math Institute	44
New Centers	43
Teacher Pathway Program	41.5
WELI/MILE	41
Information Technology	40
Child Care Centers	36
Innovation Fund	35
Career Services	32
Child Development Center	32
Undocumented students	27
Guided Pathways	25
Speech and Debate Initiative	24.5
Student Housing, Homelessness and Food Security	24
Development of Pathways and Support Services for Nontraditional Adult Students	22.5
Full-Time Tenure Track Disabled Student Programs and Services Counselor* and Bi-Lingual Learning Disability Specialist	21.5
Inmate Education	15.5
Distance Education	15
Student Support Software	15

New Centers

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More than 150 community members participated in 5 forums

Themes were:

- Stop brain drain from communities.
- Prepare youth for college and career when they are young (in K-12).
- Make college accessible.
- Prepare college students for careers (including work-based learning opportunities).
- Student success = regional economic development.

4 Main Goals Going Forward:

1) Increase our institutional capacity to serve an additional 500-1000 students within ten years in each center.
2) Engage the high school student population in the five cities and North County.
3) Model the message that higher education is not only accessible, but also a basic right for all prospective students.
4) Enable youth to stay or return home after college and find rewarding careers and professions in Monterey County.

Better Careers- A New Initiative

HARTNELL COLLEGE

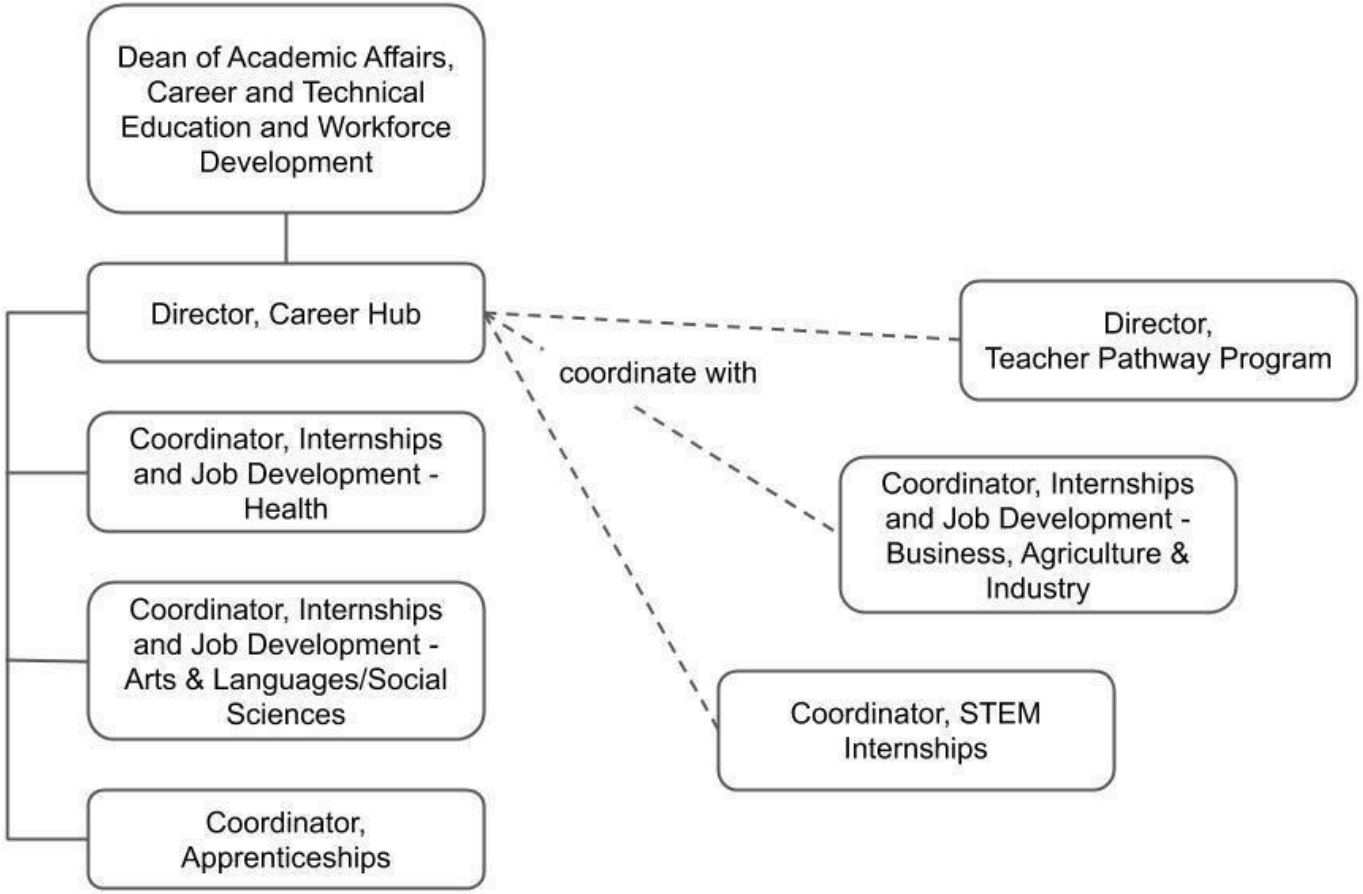
Objective: Create a new job placement system at the college that is aligned with the college strategic plan and redesign.

Core elements:

- A **central system of coordination** for work-based learning and direct student services, from career readiness to direct placement;
- Dedicated **personnel** with sector specific knowledge and employer relationships, who act as connectors to work-related opportunities;
- An expanded selection of **work experience opportunities**, including those embedded in CTE programs and others, such as formal apprenticeships; and
- A **cohort** model for delivering social and academic support aligned with college redesign meta majors plan

Better Careers- A New Initiative

HARTNELL COLLEGE



Better Careers- A New Initiative

HARTNELL COLLEGE

Expected Outcomes

- Reach at least 3,900 students annually through services, resulting in at least a 5% increase in quality job placements for students.
- Establish 3 to 5 new apprenticeship programs within 3 years, which will result in a minimum of 230 participants successfully completing and securing employment that pays at least $18 per hour.

Results

- Hartnell will be a regional leader in preparing community members for high-quality jobs.
- Prospective students, their families and the broader community will develop increased awareness about the opportunities and pathways that Hartnell provides in securing quality jobs and careers.
- The workforce development needs of diverse employers will be addressed by incorporating robust employer engagement, buy in and investment in the newly created career placement hub at Hartnell College.

COVID-19 Response

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Need

Only a fraction of Hartnell students have ever taken an online course prior to this transition. In fact, nearly 2,000 of our students lack personal access to a computer or a tablet. In addition, many students do not have access to the internet in their place of residence.

Steps Already Taken

- ❑ Purchased 500 laptops for students in need. We need an additional 1,500 computers to meet the remaining need. We also need to provide hotspots in areas where students have no internet access.
- ❑ Expanded access to crisis counseling: Our Crisis Counseling Center, under the direction of Dr. Carol Kimbrough, is providing phone-based care and guidance for students.
- ❑ Established an emergency support fund for students facing extra financial hardships to help with textbooks, food, housing expenses, diapers, or whatever basic needs they may be struggling with.

COVID-19 Response

HARTNELL COLLEGE

GOAL: $1.15 million

- **$800,000** for laptop computers (2,100 @400.00, including software)
- **$200,000** for wireless service hot spots (1,000 hot spots including device for 6 months)
- **$100,000** for crisis counseling (over 2,000 hours of mental health counseling for students in need)
- **$50,000** for emergency scholarships (100-200 scholarships of $250-$500 to meet basic needs, such as food, rent, formula, etc.).

Raised:$275,000 (as of 5/12/2020)

Website link to COVID-19 Response Fund:
https://hartnellfoundation.org/support-us/

Thank you!

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How can we best collaborate with the Academic Senate in the future in order to support student success?

Other thoughts?

Questions?