

## President's Office

### Advancement Team

Operational Definition: Institutional advancement is a vital responsibility of the President's Office and a vital responsibility between the college and its Foundation. As institutional aspirations grow, regardless of the state appropriations to the college system, the advancement team works in support of identifying, securing and expanding new sources of resource support, as well as keeping the face of the college out in the community in our public relations, partnerships and data sharing. The ability to create and sustain a robust institutional advancement function is a key measure of success for the President of the college.

### Advancement Team Programs and Services:

- Marketing and Communications
- PRO (Planning and Research Office)
- GO (Grants Office)
- SBDC (Small Business Development Center)
- Extension and Contract Education
- Facilities Rentals
- Economic Development
- Foundation

### Mission: Through Office and Staff Expertise, the Advancement Team and its Community Partners Will:

- provide effective community partnerships
- provide additional resources outside the traditional operating budgets of the college
- provide effective and accurate communications that assist in the development of resource driven opportunities
- provide necessary data / metrics that sustain and build upon public and private partnerships and resources

### Revenue producing philosophy:

- Student achievement is first and foremost our college mission; advancement is designed to enhance student achievement and should be considered a support.
- Through collective conversations and collective understanding of college efficiency strategies, the Advancement Team can work with our stakeholders to ascertain where revenue producing service might best fit within the college structure, and its strategic planning. The Advancement Team is here to help leverage the work of the college but not to make existing budgets whole.
- The Advancement Team is committed to taking responsible risks in areas that promote innovation and entrepreneurial opportunities for the college.
- The Advancement Team is a support function that works together to embrace outcomes for possible resources that are developed through collective conversations both with internal and external stakeholders.

The Advancement Team is made up of individual offices and services offered here at Cabrillo College. The roles and responsibilities of those individual offices will remain the same. As a function of the President's Office, we also wish to serve the collective needs of the institution that can assist us in advancing Cabrillo College through additional resources, partnerships and community relationships that serve our students, our college employees, and our county.

## Additional Revenue Cabrillo College Framework and Guidelines

Premise:

Cabrillo College procures revenue through a variety of methods including enrollment, grants, categorical funding, Foundation, fundraising, contract education, fee based education, facility rental, and other opportunities as they arise within the institution.

Cabrillo College is committed to finding outside revenues that will promote college programs, provide additional support to programs and services provide outreach to our community needs and finding ways to free up general fund in light of one time money expenditures.

The President's Advancement Team will be the lead in procuring additional revenues for the college, and will offer support to programs or services that need additional help in procuring outside resources, where appropriate.

The team works directly with internal and external stakeholders on efficient and community / program driven opportunities to develop revenues that enhance the needs of the college and community. The intent of all additional resources is as follows:

- To create and sustain the programs that are developing and procuring additional resources. Not draining the general fund for support is of primary importance to the college and will be a framework premise for all advancement offices and services
- Collaboration with college services that support advancement will be reviewed and evaluated on an annual basis with a common understanding that services will be compensated or agreed to by mutual consent- the evaluation process will occur through program planning and will be made public along with all other program plans through the college website
- Resources procured by our advancement teams will be noted within the advancement program review and will provide for projects identified in the advancement program plans as the first priority; will provide for college services as the second priority; and, will provide for college-wide programs or services that are agreed upon within the institutional strategic plan/focus areas or are developed through the advancement team for institutional need (to be determined by the president) for planning purposes. Note: it is imperative that revenue producing programs pay for staff without affecting the general fund (wherever possible and admissible by law)
- Not all requests for revenue will be funded but the team will work directly with constituency groups, programs and services on how we can be of support; should a funding idea not be advisable at the time, it will be prioritized for future review
- Requests for advancement team support should come through the college's program planning process – all requests will be reviewed by the advancement team for next steps
- The President will create a President's advisory group who will assist in recommending areas for economic development for the college