



Institutional Advancement Highlights

Board of Education Report

September, 2018

Prepared by Jennifer Boehmer, Executive Director

Progress Report on Strategic Objectives

1. ***Continue to develop and/or modify existing policies and practices so that they represent intentional actions to build a culture that exhibits our Goals and Values.***
 - **Research and Proposal for LBCC Re-brand Effort:** After concluding our 50th Anniversary celebration, our office is considering what are the most important activities we can engage in now from the Advancement perspective, in order to prepare the college for the next 50 years of community relationship. After much research and preparation, we are so pleased to bring a proposal of “re-branding” LBCC to the Board. This effort – to be helmed by an inclusive group of stakeholders within and outside the college – will focus on updating the college’s visual symbology, as well as modernizing our most important communication assets – namely the **college website**. We hope to engage the partnership of a local firm this fall and to complete this effort by June of 2019. Through this process, we believe we can deepen awareness of LBCC’s profound impact on our community vitality.
 - **Staff Re-Organization in Advancement:** To increase our abilities to be efficient in meeting our ambitious goals, Advancement has undergone some re-organization of staff this summer. John McCardle will serve as Director of Community and Government Relations; Andrew Wynings will serve as Director of Development and Operations; and Nicole Ballinger will serve as Director of Marketing and Grants Strategies. This structure brings greater cohesion and support to the LBCC Foundation as well as the college.

2. ***Establish an educational experience that is increasingly designed around the student and for the student’s success by fully implementing Guided Pathways.***

- **New College Viewbook:** We are very proud to have just completed a new college viewbook for the 2018-19 school year. This booklet publication provides an overview of LBCC for those high school students who are considering their college options. In the publication we featured eight diverse LBCC students who served as our “models.” Collectively, they represent the many unique paths students who choose LBCC can make. The viewbook, and its “pursue” theme, will also serve as the basis for this year’s marketing campaign going forward.

3. *Continue to improve our responsiveness to the changing needs of regional industries and other community employers.*

- **Connections with Employers and Community Leaders:** Staff have led and supported facility tours and conversations building new connections and friends with **Kubota Tractor Corporation**, Benton County Commissioner **Xanthippe Augerot**, and Labor Commissioner-Elect **Val Hoyle**. Val shares our college vision for providing CTE and other workforce training education as a pathway to economic development. She indicated an interest in lending her voice to the CTE portion of the statewide community college budget request. Staff also organized and joined President Hamann on a tour of **Viper Northwest** – a dynamic local business.
- **Preparation for Oregon Community College Advocacy:** Staff have been meeting with legislators and candidates providing them tours of CTE facilities and explaining Oregon Community Colleges legislative funding request. An orientation session for members of the LBCC Legislative advocates is set for the coming week.
- **Major Gift Commitment from L & M Industrial Fabrication:** L & M Industrial Fabrication recognizes the importance of LBCC – especially as evidenced by the graduates they employ from our welding program. To spur this value, they have made a commitment to fund welding equipment over the next four years.

4. *Establish greater Affordability for all students.*

- **LBCC Foundation Gala:** The LBCC Foundation is committed to continuously growing our resources on behalf of the college and students it serves. To that end we are planning the college’s first major fundraising dinner -- a gala event -- to be held this April, 2019. The evening will be an excellent, inspiring, and not-to-be-missed dinner event, and will create an opportunity for businesses and individuals to demonstrate their philanthropic support in new ways. **Details forthcoming – please plan to help us in creating this memorable moment of giving for our community.**

- **LBCC Foundation Board Training:** College staff put together a Board of Trustee training day for the Foundation’s newest board members, and refresher for current members. We are grateful to committed community champions Rick Peterson, Celeste Kruger, Andy Olson, Rosemary Bennett, Linda Modrell, Nancy Goode, and Carolyn Gardner for joining us at this event.
- **Commitment to Emergency Fund:** The LBCC Foundation thanks the Barbara Knudsen Foundation for committing to add to our emergency fund for students. This fund helps to cover unforeseen and sudden financial gaps (like housing, transportation, food and other barriers) that often hamper student progress.

5. *Establish a campus of true Equity and Inclusion.*

- **Launch of the LBCC Magazine:** The college’s first issue of “LBCC Extend” was distributed to more than 93,000 homes this August. This publication is a new approach to the regular Extended Learning slate of classes that is produced each term. We have wrapped the class listing portion with glossy magazine pages that feature stories and photos about LBCC. Through this tool, we are able to regularly showcase our college’s inclusive mission and commitment to equitable student success!