

# A foundation of strategy.

STRATEGIC ACTION PLAN 2016 - 2018

Langara College

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FOUNDATION

# Who we are and what we believe.

## OUR MISSION, VISION, AND VALUES

The goal of this Strategic Action Plan is to provide a road map for the Langara College Foundation (the Foundation) and Langara College (the College) to grow and expand its advancement activities with the view to engaging the communities we serve and increase philanthropic giving.

### WHO WE ARE

The Langara College Foundation (The Foundation) is Langara College's partner, collaborator, and connector in all of its advancement activities.

The Foundation, through an integrated advancement strategy, brings fundraising and alumni relations under one portfolio. We partner with the College to increase the engagement of potential, current, and future students; faculty and staff; as well as external stakeholders.

### OUR MISSION & VISION

At the Foundation, our mission is to support Langara College and its vision to become Canada's pathways college. We are a catalyst for student success and social innovation. We believe in the power of education and community.

Our vision is to inspire an ethos of giving in the communities we serve. We envision a future where academic freedom flourishes; community sustainability is assured; and every student has the resources they need to achieve their academic goals and gain the experiential foundation they need to succeed.

### OUR VALUES

**Collaboration** - We support each other and those we serve. We believe that collaboration leads to superior solutions, greater creativity, and enhanced performance. We partner with our stakeholders to enhance knowledge and provide programs and services that result in outstanding outcomes for our students.

**Accountability** - We are committed to and responsible for all activities in which we engage. We comply with all applicable laws, regulations, and policies and ensure open and transparent (fiscal) reporting. We respect privacy and confidentiality.

**Service** - We are committed to serving everyone with respect and demonstrating truthfulness, courtesy, and openness in all our interactions. We take pride in our work and strive for the highest quality customer service. We are committed to responsible management of all gifts, as well as the thoughtful acknowledgement and planned recognition of donors who have entrusted us to administer their gifts. Our donors are our partners in achieving our common goals.

**Integrity** We demonstrate honesty to preserve confidence and credibility; adhere to the highest ethical standards in all aspects of the Foundation's operations; and uphold academic freedom. We build trusting relationships with our stakeholders.

**Excellence** - We are committed to continuous enhancements of our processes, activities, and services. We depend upon and welcome suggestions and input from alumni, donors, and volunteers to improve performance and strengthen partnerships. We empower ourselves, and others to reach beyond the current paradigm; we are open to change and creative new ideas to fulfill our mission.





  
**Building campus culture.**  
Read Emma's story at [www.kitlangara.ca](http://www.kitlangara.ca)

**Drawing some connections**  
Langara





# What we do.

## OUR ROLE WITH LANGARA COLLEGE

The Foundation is an independent legal entity and registered charity with the Canada Revenue Agency. Established in 2013, the Foundation is led by a volunteer board of directors who sets the strategy for the Foundation and is supported administratively by Langara College.

The primary function of the Foundation is to financially support the College through fundraising initiatives and receiving of gifts. All engagement, fundraising and stewardship activities must be directly related to the various purposes of the College and must align with the priorities set by the College.

The relationship between the College and the Foundation is one that strikes a balance between autonomy and control. The Foundation is a service hub and collaborative network that supports all advancement activities through joint strategies and goals, with measurable outcomes.

The College and the Foundation work closely together to determine program needs and engage in and support fundraising initiatives.

The Foundation, in addition to following its own mission and vision, will establish policies and practices, which always align with and support the College's mission, vision, and values.

The Foundation builds sustainable and mutually beneficial partnerships with all key stakeholders. This work involves close collaboration and cooperation between the Foundation and the College through three key strategies:

- 1. Engagement and Stewardship** – lead the development of institution-wide relationships with all our key stakeholders and/or community groups with a direct focus on engaging alumni, and cultivating donors and other key partners
- 2. Building Community** - increase awareness of the Foundation and its programs; and to recognize, and celebrate internal and external successes of key stakeholders
- 3. Fundraising** – identify and build relationships in support of priority programs and projects as agreed upon mutually between the Foundation and the College.

## ROLES AND RESPONSIBILITIES

The Foundation and the College enjoy a variety of independent and interrelated relationships, each playing a role to further the mission of the College and the Foundation. To ensure success, the College and the Foundation are committed to developing the Foundation through its governance structure and operating procedures. Also of importance that the Foundation continues to develop connections at each organizational level of the College, board to board and staff to staff. Committees will work as collaborative teams across jurisdictions to enhance our interrelated relationships and functions that are shared between each other.

# What we're grounded on.

## OUR STRATEGIC PILLARS.

Three Strategic pillars have been identified to guide the plan. Priority actions plans are identified under each pillar of the strategy, with a focus to achieve measurable outcomes. All of the activities and actions, are anticipated to positively impact and enhance the learning opportunities at the College.

### INCREASE ENGAGEMENT

Establish and deepen partnerships and relationships with key stakeholders

#### Goal

Broaden and deepen constituent engagement with the College, developing more meaningful relationships with alumni, faculty, and students while initiating and enhancing new relationships with other key stakeholders.

#### Priority Action

1. Develop a strategic plan for alumni engagement, which connects the Foundation with alumni activities in individual faculties.
2. Strengthen ongoing relationships with alumni, faculty, retirees, and donors through improved volunteer engagement opportunities

#### Accountability

- Metrics as outlined in the Alumni Engagement strategic plan
- Integrated and collaborative activities lead or supported by the Foundation
- Increased attendance at events
- Tracking of numbers of volunteer opportunities and participants

### BUILD COMMUNITY PRESENCE

Increase awareness of the Foundation and recognize and celebrate internal and external successes of key stakeholders

#### Goal

Align and amplify marketing and communications initiatives that support the development of a higher profile for the Foundation and the College both internally and externally.

#### Priority Action

1. Develop a communications strategy and plan, which expand the use of social media and will inspire community stakeholder groups through storytelling of student, faculty, and program achievements.
2. Create a comprehensive communications plan to enhance and expand the Foundation brand.

#### Accountability

- All key stakeholders know, understand, and value the role of the Foundation
- Metrics as developed for the communications strategy
- The foundation website is reviewed and updated to reflect the new communications and fundraising strategies
- Increased participation of stakeholders in College foundation events

### RAISE FUNDS

Build a sustainable funding framework that increases and diversifies revenue generation opportunities

#### Goal

Establish funding systems and strategies that enable philanthropic giving to flourish at all levels of the giving pyramid.

#### Priority Action

1. Develop and activate a comprehensive fundraising strategy anchored to core institutional priorities
2. Develop a prospect pipeline system including the identification of prospects among all College constituent groups
3. Enhance and develop gift acceptance guidelines and procedures and asset naming policies
4. Establish and implement an analytics management system that provides a platform to measure fundraising activities and results

#### Accountability

- Naming policies are created and approved by the College
- A prospect pipeline system is developed and implemented
- A fundraising strategy is implemented that offers campaign plans
- Donor stewardship plan is developed and implemented
- Fundraising benchmarks are established to guide strategies to promote growth in philanthropy



# Who are our partners.

## LANGARA COMMUNITY STAKEHOLDER GROUPS

### LEVERAGING OUR CONSTITUENT GROUPS

The Foundation and the College has relationships with a variety of stakeholder groups. Each relationship is at a different stage with each group making different contributions to the community.

The Foundation's goal, using defined strategies, is to develop, broaden, and leverage our relationship to advance opportunities for the College. Our plan is to engage stakeholders to build connections, inspire generosity, financial support, and exceed stewardship expectations.



### LEVERAGING OUR CONSTITUENT GROUPS

The College boasts many strategic, business, and academic relationships, which should be explored and leveraged to broaden and deepen relationships and advance the mission of the College. The diagram to the right shows an example of the breadth and depth of relationships across the College which could be explored to create stronger business and fundraising opportunities.



# What's our measure of success.

## WHAT WE WANT TO ACCOMPLISH BY 2018

The Langara College Foundation:

- Has strong operating and administrative systems
- Plays an integrated role to advance College initiatives
- Is a known, understood, and valued entity by all of its key community stakeholder groups
- Has a growing alumni program demonstrated by more engaged and active alumni groups
- Is connecting, collaborating, and expanding its relationships with its key stakeholders, resulting in increased engagement and profile for the College
- Is generating increased revenue for the College from a variety of sources and fundraising strategies

For more info on the Langara College Foundation:  
Call 604 323 5183 or email [foundation@langara.ca](mailto:foundation@langara.ca)  
[www.langara.ca/foundation](http://www.langara.ca/foundation)