

2021



## STRATEGIC DIRECTIONS 2021 -2023

November 2020

**CMTN** | foundation

# Coast Mountain College Foundation

*Building a bridge between communities & students at Coast Mountain College*

## Mission:

To grow and steward resources to support Coast Mountain College.

## Vision:

To ensure that every student from the region will have access to resources to make Coast Mountain College a part of their post-secondary learning pathway.

## Values:

Acting with integrity by being transparent, inclusive accountable to the College, our partners, and the community.

### Supporting student success



Scholarships



Bursaries



Awards



Capital Projects



Programs

### Relieving financial barriers



Tuition



Books



Living



Travel



Emergencies

## Background & Key Milestones

- Northwest Community College (NWCC) Foundation incorporated February 2, 2017
- March 29, 2017, MOU between College and Foundation Signed
- June 13, 2017, NWCC Foundation received Registered Charity Status with CRA
- August 29, 2017, NWCC kick starts “matching funds” campaign with \$200,000 contribution to the Foundation
- June 18, 2018, College Name Change and Re-branding to Coast Mountain College (CMTN)
- August 2018, First Audit with MNP
- October 17, 2018, name change to CMTN Foundation

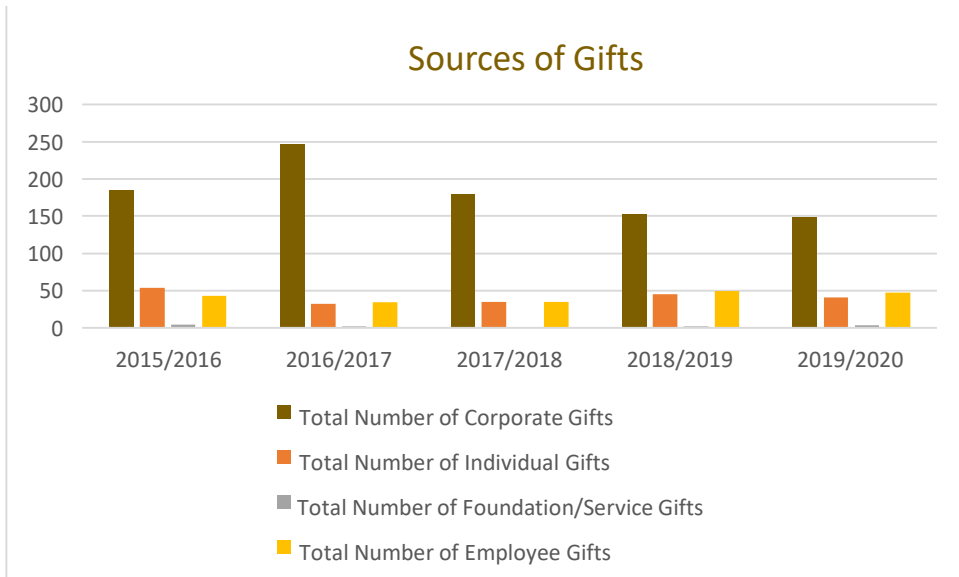
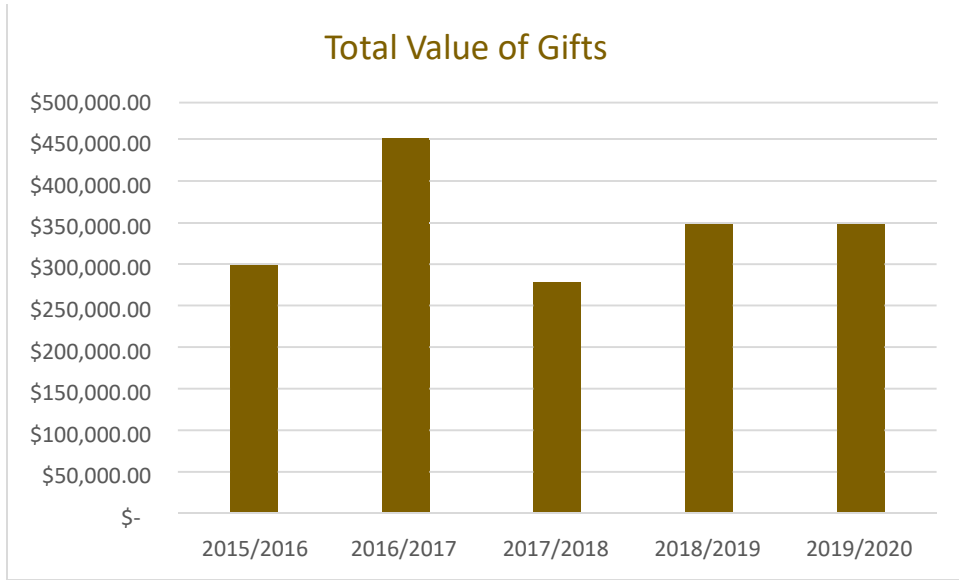
## Achievements & Gains

- Complimenting Coast Mountain College in its support of students through scholarships, awards, bursaries and capital projects
- Creating opportunities for education and access to people in our communities
- Building skills and capacity – keeping people and resources in the north
- Building and nurturing relationships in communities
- Making the connection between donors and students
- Growing employee contributions and engagement
- Attracting a collegial and engaged board with varied backgrounds, gender diversity and First Nations Ancestry
- Successfully managing corporation with solid policies and processes in place
- Effectively managing resources and assets
- Purchasing of land in Smithers and Terrace – a strategic use of the Foundations resources
- Increasing the presence of the Foundation resulting in increased fundraising revenues (\$2 million)
- Elevating the College’s visibility and profile in the communities we serve

## Greatest Impacts

- Providing greater access to education for people who live in the north – transforming lives
- Building capacity and attracting /retaining people in the north
- Supporting the College to be more innovative, especially around teaching and learning spaces/infrastructure
- Elevating the College’s reputation/brand as a transformative organization in communities it serves
- Assisting benefactors realize the tangible benefits of donating to the College
- Building relationships and generating goodwill through community events

## Financial Performance 2015/2016 – 2019/2020



## 4 Key Directions for Growth

### 1. Increase Impact and Value

Build on initiatives that enhance student access, promote the value of teaching and learning in the north, inspire partnerships and greater philanthropy

### 2. Expand Presence in All Communities Served

Amplify collaboration and communications initiatives that support the development of a higher profile and enhanced fundraising for the Foundation and the College both internally and externally in all communities in the College Region with special attention to communities outside of Terrace.

### 3. Strengthen the Alignment of the Foundation and College

Continue to seek and develop opportunities to present Foundation donors with giving options that represent the greatest priority and highest potential impact at Coast Mountain College.

### 4. Further Develop & Strengthen the Foundation

Continue to mature and grow as an organization, building a strong culture of collaboration and philanthropy

Increase Impact & Value	Expand Our Presence in All Communities Served	Strengthen the Alignment of the Foundation & College	Further Develop the Foundation
<ul style="list-style-type: none"> <li>Compliment Coast Mountain College's support of student awards, bursaries and capital projects</li> <li>Articulate the tangible benefits of supporting students through enhanced access to teaching and learning</li> <li>Increase financial aid to students through increased donations</li> </ul>	<ul style="list-style-type: none"> <li>Grow and diversify the Foundation's connections with community groups, including non-profits, granting agencies</li> <li>Develop strategic alliances and sponsorships with industry partners</li> <li>Strengthen the connections with employers and their employees who are alumni of the College</li> <li>Develop new opportunities for engagement and fundraising with all communities beyond special events</li> <li>Ensure donor-stewardship strategy is in place to sustain meaningful relationships with current and past donors</li> </ul>	<ul style="list-style-type: none"> <li>Build a comprehensive fundraising strategy and business plan to align with the College's priorities</li> <li>Improve the inter-connectedness and collaboration with the College by engaging with College leadership, deans, and, faculty to respond to emerging priorities</li> <li>Ensure a close working relationship with the Coast Mountain College Board around priority setting and community engagement</li> </ul>	<ul style="list-style-type: none"> <li>Set achievable inspiring quantitative and qualitative goals to measure and evaluate performance (ROI) and impact</li> <li>Ensure there are adequate resources to drive development and growth</li> <li>Enhance governance capabilities through ongoing board member recruitment and board training to foster diverse perspectives in decision-making</li> <li>Provide leadership development opportunities to increase board member understanding of and more effective participation in fund development</li> </ul>

## Monitoring our Progress

A robust commitment to reporting demonstrates how the Board will be involved in the roll-out and monitoring of the Strategic Plan. A schedule of reporting within the Strategic Plan keeps the Board focused on its governance responsibilities and gives management room to focus on implementation.

The details of the Plan remain at the strategic level. However, specific strategies and tactics as well as measures including revenue and budget goals will be set and approved by the Board of Directors on an annual basis and we will exercise the same discipline we bring to our budgeting process to measuring our progress against the strategic plan.

Our commitment to reporting also provides Coast Mountain College Foundation with the tools necessary to consider and respond to major emerging issues, such as those posed by the COVID-19 crisis.

## Conclusion

Our Strategic Plan sets the course for the Foundation to further establish itself as a prominent voice for Coast Mountain College and our donors. The Plan rests on a deep awareness that there is a lot of work to be done. Guided by our mission and vision, we will adjust our focus and resources. We are committed to ensuring that every student from the region will have access to resources to make Coast Mountain College a part of their post-secondary learning pathway.