



# Gulf Coast State College Foundation Strategic Planning

Presented by Kentrie LeDee, MBA

Director, Strategy and Innovation

**GCSC**  
**FOUNDATION**



# Agenda

- Foundation Talent DNA by CliftonStrengths
- Direction of the Foundation
- Foundation Mission and Values
- Strategic Goals Development
- Implentation and Execution Focus
- Communication and Stakeholder Engagement
- Continuous Improvement



# CliftonStrengths Overview

## Talent Identification

Understanding individual natural patterns of thinking, feeling, and behavior that can be productively applied.

## Team Optimization

Leveraging complementary strengths across our foundation leadership for maximum effectiveness.

## Strategic Application

Aligning personal strengths with foundation goals to drive innovation and sustainable growth.

GCSC Foundation

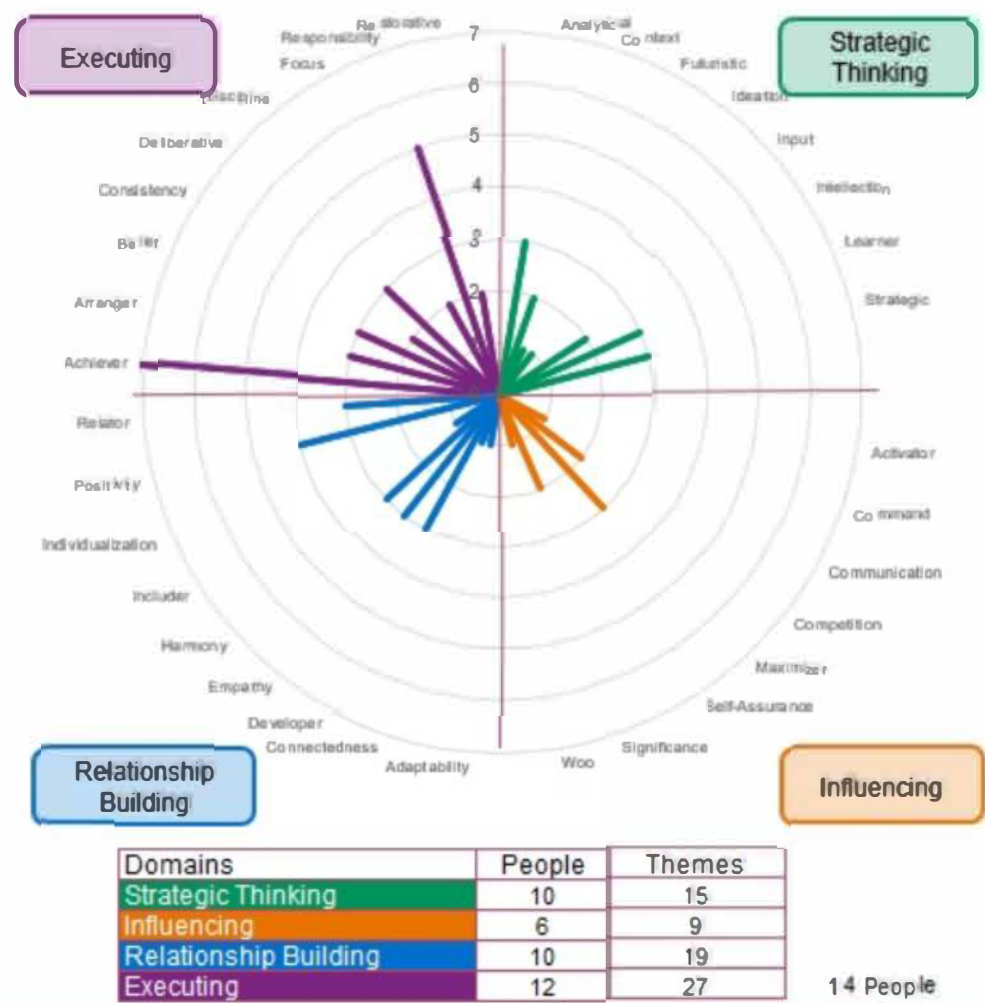
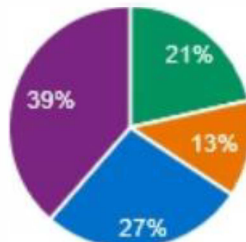
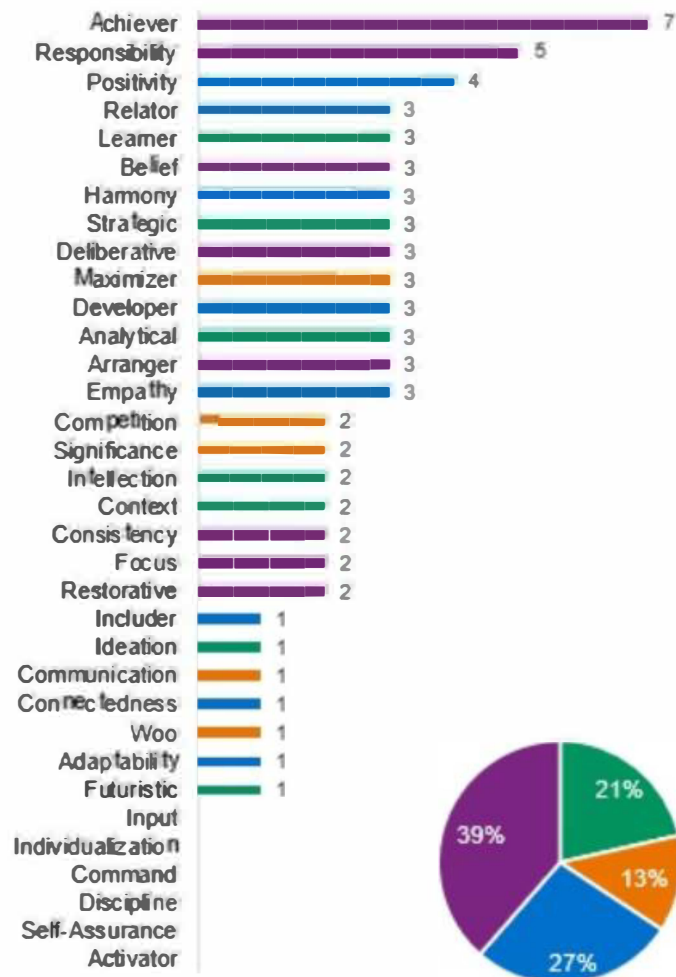


# Team Strengths Grid

Prepared by Lone Star College, Tomball

GCSC Foundation		Strategic Thinking								Influencing								Relationship Building								Executing									
		21% 10 People 15								13% 6 People 9								27% 10 People 19								39% 12 People 27									
		Analytical	Context	Futuristic	Ideation	Input	Intellection	Learner	Strategic	Activator	Command	Communication	Competition	Maximizer	Self-Assurance	Significance	Woo	Adaptability	Connectedness	Developer	Empathy	Harmony	Includer	Individualization	Positivity	Relator	Achiever	Arranger	Belief	Consistency	Deliberative	Discipline	Focus	Responsibility	Restorative
14 People		3	2	1	1	0	2	3	3	0	0	1	2	3	0	2	1	1	1	3	3	3	1	0	4	3	7	3	3	2	3	0	2	5	2
h	Name																																		
	William Cramer		5				3	2											3								1		4						
	Joe Holt																		3						5		1		2						4
	Jason Morehouse	4										1															2					5	3		
	Garrett Anderson			5												2					3									1				4	
	Jack Kerigan	5							1																		4					2	3		
	John Meyer	1																			4						5			2	3				
	Buddy Czubaj							1						5											2			3						4	
	Claire Sherman								4				1			2									3			5							
	Clinton Mayo							1																			3		2	5					4
	Jill Bauer																		2	4					3	1	5								
	Jamie Shepard											2		1			4		5						3										
	Kimberly Bottomy				2				4					3												1					5				
	Jerry Sowell		2				3											4			5	1													
	Becky Cochran																			2	5		1					3						4	

# Foundation DNA



Team Top 5		As a team we bring	As a team we need	As a team we are motivated by
50%	Achiever	intensity and stamina of effort	freedom to work at my own pace	completing tasks
36%	Responsibility	dependability and loyalty	freedom to take ownership	the respect of others
29%	Positivity	contagious energy and enthusiasm	freedom to experience the joy and drama of life	living life to its fullest
21%	Relator	social depth and transparency	time and opportunities for one-on-one interactions	close, caring, mutual relationships
21%	Learner	a learning perspective	exposure to new information and experiences	to live on the frontier / the cutting edge



# Direction of the Foundation



## Expands Access

Strategic fundraising provides scholarships and emergency aid. More students start, stay, and succeed.



## Builds Donor Trust

Clear focus inspires confidence. Strong partnerships form with committed philanthropists.



## Aligns with Community Needs

Connects college with local employers and organizations. Supports workforce development and economic growth.

# Direction of the Foundation

## Fuels Innovation & Growth

Supports new programs, capital projects, and college initiatives. Elevates student experience and institutional excellence.



## Promotes Equity and Inclusion

Ensures funding reaches underserved and first-generation students. Advances educational and economic mobility for all.



# Where Do You Want to Go, GCSC Foundation?

Exploring our future direction through key strategic questions



## Vision & Direction

What will successful impact look like in 5 years?

What legacy do we want to leave in our community?



## Mission Alignment

How well do our activities reflect our mission?

Which initiatives most directly advance student success?



## Growth & Innovation

What bold opportunities should we explore?

How can we innovate our fundraising and outreach?



## Outcomes & Impact

What specific outcomes should we show stakeholders?

How should we define success beyond dollars raised?



# Mission Remix Workshop

## Foundation Purpose Exploration

Break into groups. Answer: "Why does our foundation exist?" Write on sticky notes. Discuss top themes.

## Current Mission Review

Evaluate what resonates, what feels outdated, and what's missing from our mission statement.

## Draft Creation

Write revised mission using template: "The mission of GCSC Foundation is to [primary action] by [method] for [impact]."

## Collaborative Refinement

Present drafts. Select favorite phrases or concepts. Build consensus around core elements.

# Foundation Mission

*Your Legacy, Their Future*

*The Gulf Coast State College Foundation's mission is to create a scholarship program providing educational opportunities to deserving students. Further, the mission of the Foundation is to enhance the educational programs and student services available at Gulf Coast State College. Through the active involvement and leadership of citizens united by these purposes, the Foundation serves as an effective liaison between the College and the community. The Foundation assists the College in enriching the community through cultural opportunities and in enhancing the economic development of the community with educational programs.*

# Foundation Mission

*Your Legacy, Their Future*



## Expanding Educational Access

The GCSC Foundation provides scholarships to deserving students, expanding access to higher education and creating opportunities for academic success.



## Enhancing Academic Excellence

We support the enhancement of academic programs and student services at Gulf Coast State College to ensure quality education and student achievement.



## Fostering Community Partnerships

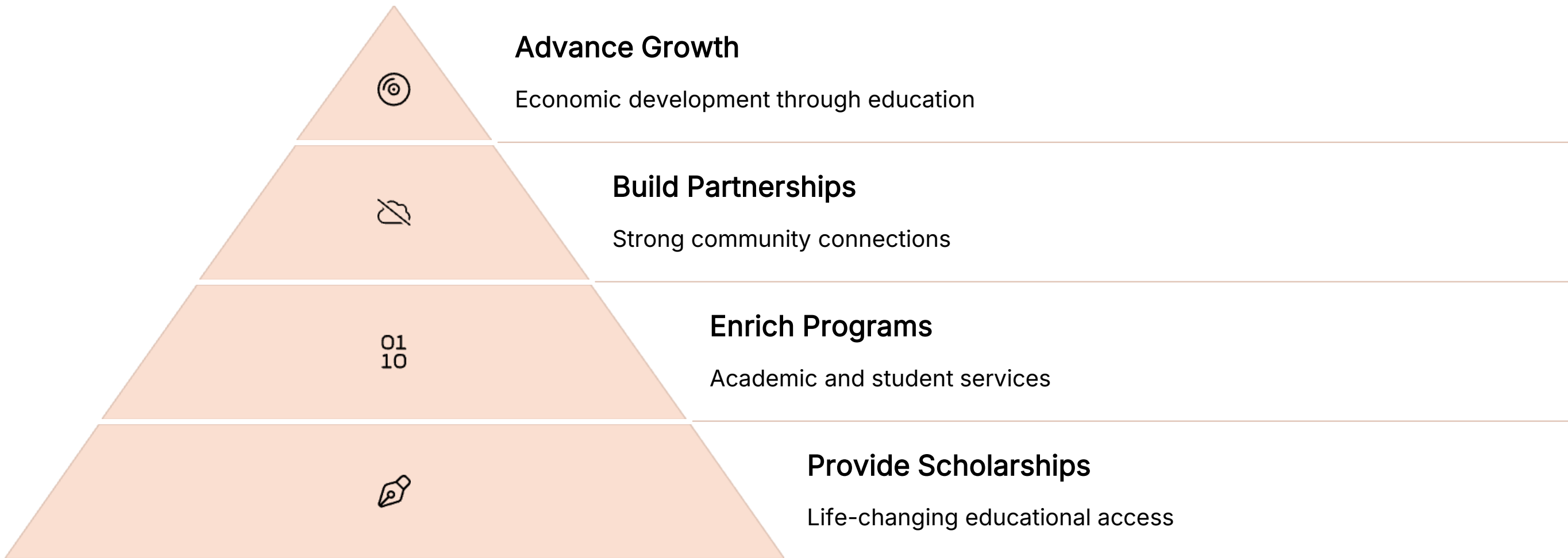
Through active involvement of engaged community leaders, the Foundation builds strong partnerships between the College and the community.



## Advancing Regional Development

The Foundation helps enrich cultural opportunities and advance regional economic development through impactful educational initiatives.

# Foundation Mission - Refined



To provide life-changing scholarships, enrich academic and student programs, and build strong community partnerships that advance education, culture, and economic growth.

# College Strategic Directions



## **Learning First**

Prioritizing educational excellence and academic achievement



## **Student Success**

Focusing on completion, persistence, and career readiness



## **Accessibility & Engagement**

Removing barriers and enhancing student involvement



## **Community Connections**

Strengthening partnerships with regional stakeholders

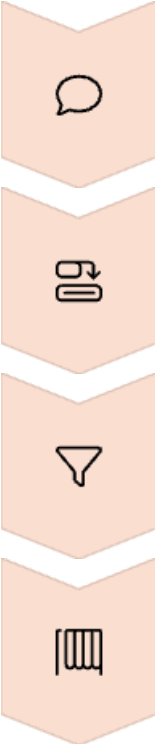


## **Organizational Culture**

Building a positive, inclusive institutional environment



# Foundation Goal-Setting Activity



## Identify Opportunities

Discuss 3 biggest opportunities and challenges for next 1-3 years

## Define Success

Determine what success looks like and how to move the needle

## Prioritize Ideas

Select top 2-3 ideas and refine with SMART goal framework

## Gallery Walk

Post goals, review all submissions, vote on most impactful options

# Example:

Increase the Foundation's total scholarship fund to \$15 million by June 2028 by launching targeted fundraising campaigns, cultivating major donors, and expanding planned giving programs, resulting in an average annual fundraising increase of at least \$1.875 million.

## Why it's SMART:

- **Specific:** Focused on increasing the scholarship fund.
- **Measurable:** Goal is \$15 million.
- **Achievable:** Structured over 4 years with annual benchmarks.
- **Relevant:** Aligned with the Foundation's mission to support student access and success.
- **Time-bound:** Deadline set for June 2028.

# Foundation Goals

## \$15M

### Gulf Coast Guarantee

Increase fund to \$15 million in 4 years

## 10%

### Asset Growth

Increase total assets by 10% annually

## 25%

### Donor Engagement

Increase donor acquisition and retention

Additional goals include implementing comprehensive fund tracking, launching donor impact communications, and developing multi-channel marketing strategies.



# Foundation Values



## Access

Expanding educational opportunities for all



## Excellence

Supporting innovative, high-impact learning



## Stewardship

Managing resources with integrity and transparency



## Partnership

Building lasting relationships with our community



## Impact

Driving positive change through education

# Goals to Objectives



Turn strategic goals into clear, achievable objectives. Map what needs to happen to achieve each goal. Identify key milestones. Prioritize which objectives to tackle first.



# Communication & Stakeholder Engagement

Define Segments

Identify different stakeholder groups and their unique needs

Clear Strategy

Create consistent messaging and appropriate channels for each segment

Transparency

Share outcomes and impact metrics that demonstrate accountability

Two-Way Dialogue

Collect feedback and actively involve stakeholders in planning

Storytelling

Share compelling student and donor stories that illustrate impact



# Communication & Stakeholder Engagement

Leverage Foundation Leadership and Ambassadors	Board members are ambassadors equipped with talking points, media kits and event roles.
Annual Communication Calendar	Schedule updates around giving campaigns, scholarship award cycles, community events, and fiscal year wrap-ups.
Celebrate and Recognize Supporters	Host recognition events, publicly recognize and acknowledge donors in newsletters, report, and online.
Evaluate and Adjust	<p>Track open rates, click-throughs, event RSVPs, and engagement metrics.</p> <p>Annually review what's working and refine your strategy.</p>

# Continuous Improvement

Implementing a robust continuous improvement framework strengthens the Foundation's ability to grow and adapt in a changing environment.



## Set Clear, Measurable Goals

Establish specific, quantifiable objectives with defined timelines. Ensure all goals align with the Foundation's mission and strategic directions.



## Data-Driven Decision-Making

Collect and analyze relevant data points before making strategic choices. Establish metrics that accurately reflect impact and organizational health.



## Professional Development

Invest in ongoing training for Foundation staff and board members. Build capacity in fundraising, governance, financial management, and community engagement.



## Improve Internal Processes

Regularly review and streamline operational workflows. Eliminate inefficiencies and adopt technologies that enhance productivity and donor experience.



## Implement Feedback Loops

Create structured systems to gather input from donors, students, faculty, and community partners. Use feedback to guide adjustments to programs and initiatives.



## Annual Program Reviews

Conduct comprehensive evaluations of all Foundation programs and scholarships. Assess effectiveness, relevance, and alignment with current strategic priorities.



## Benchmark Against Peer Institutions

Compare performance metrics with similar college foundations. Identify best practices and opportunities for innovation based on industry standards.



## Celebrate and Communicate Progress

Recognize achievements and milestones reached. Share progress updates with stakeholders to build confidence and maintain momentum.

Through systematic application of these continuous improvement practices, the Foundation can maximize its impact while adapting to changing educational and philanthropic environments.

# Next Steps



## Gather Information

Take all information provided from today's session



## Draft Strategic Plan

Begin drafting the comprehensive strategic plan



## Board Review

Schedule a virtual meeting with Board for initial feedback



## Revision Meeting

Schedule a second meeting to review edits and refinements



## Final Delivery

Deliver final draft of the completed strategic plan