Part I: Assessment for Improved Services, Mission or Purpose, Intended Roles and Outcomes, and a Plan of Action

### Step (1) Institutional Mission Statement

**Windward Community College** is committed to excellence in the liberal arts and career development; we support and challenge individuals to develop skills, fulfill their potential, enrich their lives, and become contributing culturally aware members of our community.

### Step (2) Unit Mission Statement

**The Chancellor’s office will support and facilitate all activities of the college that lead to achievement of the college mission.**

### Step (2a) Sub-Unit Mission or Purpose Statement

The mission of the University of Hawai‘i Foundation, the 501 (c) 3 fundraising arm of Windward Community College, is to transform and create a better future for Hawai‘i through alumni and community philanthropic support for public higher education, to be a trusted manager of private investments, and to build and sustain the university’s relationships with donors, alumni, the community, and institutional and university partners.

**Private Fundraising:**

1. Identify, cultivate and solicit individuals (alumni, friends, parents, community leaders and others) who have the capacity to make gifts to WCC.
2. Establish key areas of interest with donors.
3. Make appropriate suggestions for gifts of support to donors: monetary and/or in-kind support.
4. Involve and educate donors with WCC fundraising and its related activities so they can help make our case to other potential donors.
5. Ensure donors are properly thanked.
6. Ensure donors are properly recognized.
7. Inform community members/donors about WCC, its programs and support needs via direct mail, media, and guest speaker opportunities at community organization meetings.
8. Educate and involve faculty, staff and academic leadership in the fundraising process.
9. Prepare proposals for private foundations for monetary grants or in-kind support.
10. Establish positive relationships with elected officials.
11. Establish accounts within system to properly steward donor-specific gifts.

### Step (3) Intended Roles

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<th>Development Officer (DO)</th>
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| Development Officer (DO) cultivates and builds rapport with alumni, friends, parents, community leaders and others to ask for gifts of support for WCC. | 1. DO develops key areas of interest with donors.  
2. DO makes appropriate asks of potential donors.  
3. DO advises Chancellor on all funding strategies with appropriate informational updates.  
4. DO educates and involves WCC volunteers.  
5. DO thanks donors for gifts of support of $150 and above with an informal handwritten note.  
6. Chancellor thanks all donors with a formal thank you letter.  
7. Chancellor thanks all donors $500 and above to verbally thank them for support addition to formal thank you letter.  
8. Development Officer (DO) invites WCC-related elected officials to appropriate informational gatherings.  
9. Chancellor speaks at area community groups about WCC; its programs, activities and needs.  
10. DO, with Chancellor approval, opens accounts for donor-specific gifts.  
11. Chancellor approves spending of resources from private fundraising with input from account-appropriate faculty and staff. | 1. Involve 100 community leaders/volunteers with various fundraising activities by FY 07.  
2. Increase private gifts by five percent in 06 and 07.  
3. Increase “in-kind” gifts by five percent in 06 and 07.  

### Intended Outcomes

Submit this form to the IEC via Ellen Ishida-Babineau or IEC member; this will be returned to you the following week for unit discussion.